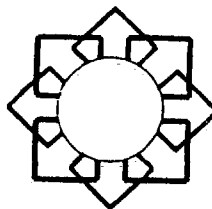


**VISTA**  
*Values in Strategic Assessment*  
**Volume III**

**Prepared for:**  
**PHILIP MORRIS COMPANIES**

**Prepared By:**  
**THE WIRTHLIN GROUP**



**AUGUST**  
**#5876**  
**PM# 007**

**2025415732**

SECTIONS IN VOLUME III

SECTION 1: CHARTS

SECTION 2: DATA TABLES

SECTION 3: CODES AND "LIST OUTS" FOR NON-VALUES MAP RELATED OPEN-ENDED QUESTIONS

SECTION 4: LEXICON FOR ATTRIBUTES AND CONSEQUENCES FOUND IN VALUES MAPS

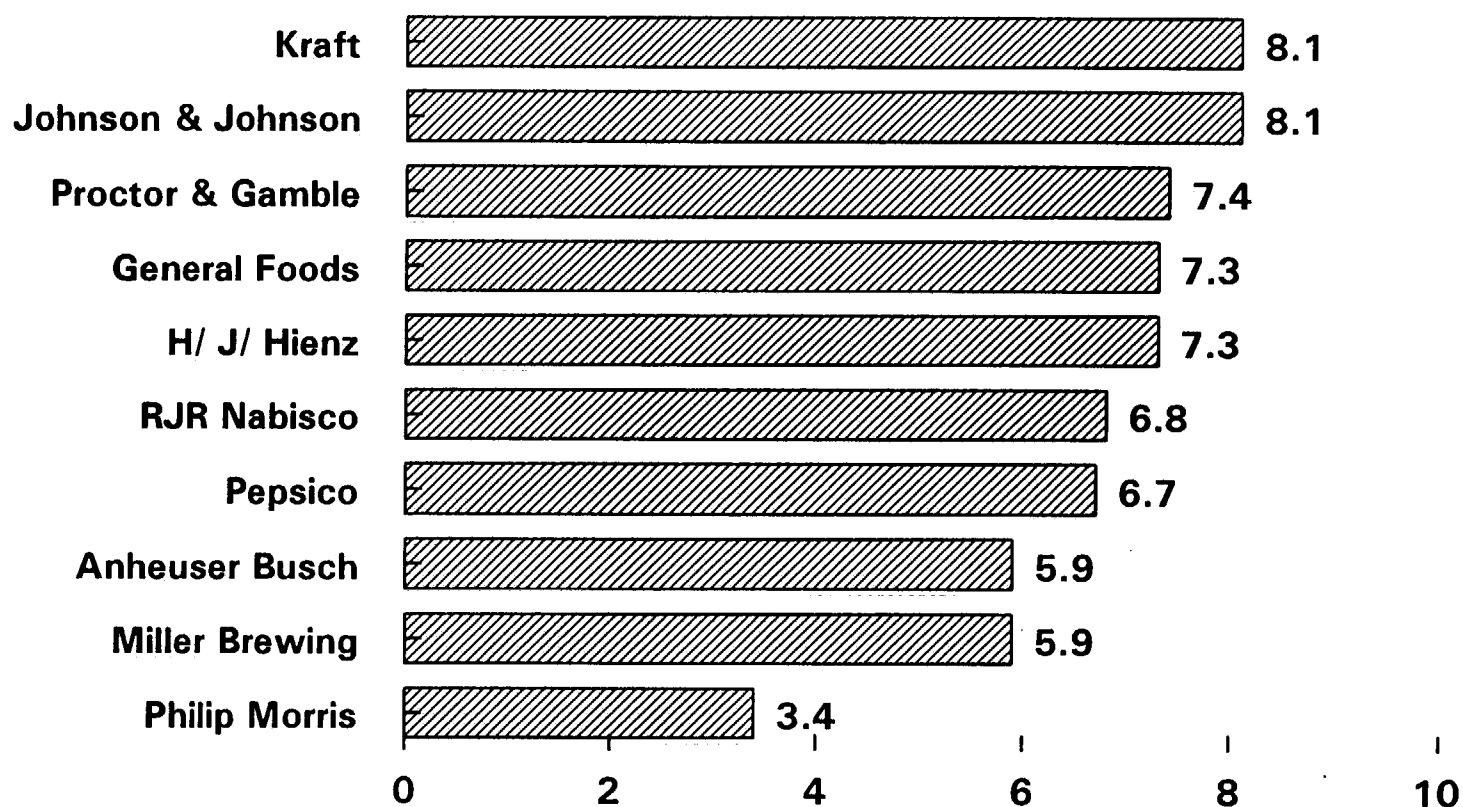
SECTION 5: PROTOCOLS

2025415733

# OVERALL FAVORABILITY RATINGS

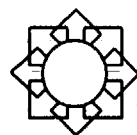
## "KRAFT" AND "JOHNSON & JOHNSON"

### RECEIVE HIGHEST FAVORABILITY RATINGS



Based on a 10-point scale

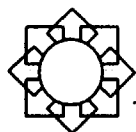
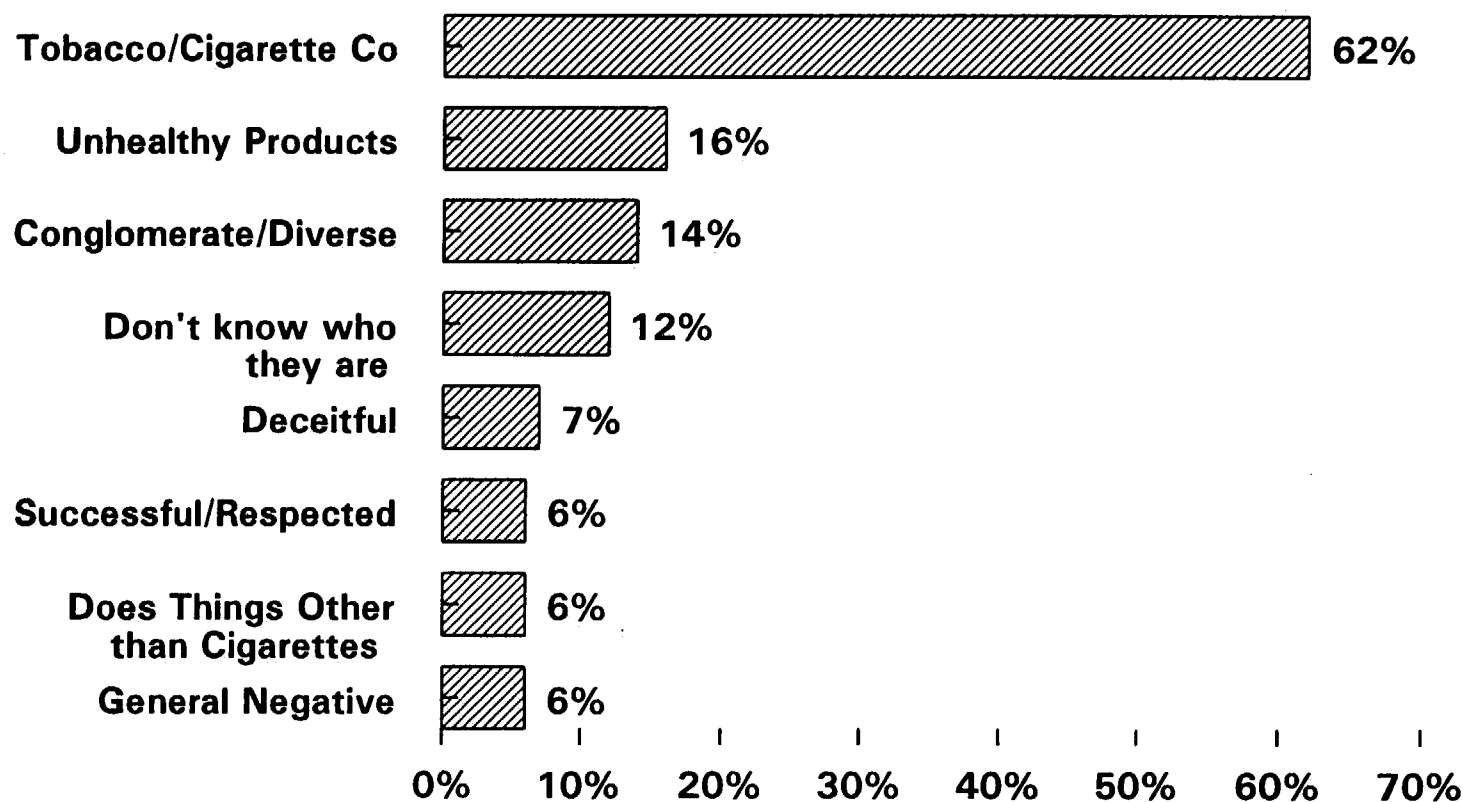
Base: 144 Respondents  
Values Study  
July 1992



The Wirthlin Group

2025415734

# KEY PHILIP MORRIS DESCRIPTORS MOST DESCRIBE PHILIP MORRIS AS A TOBACCO OR CIGARETTE COMPANY



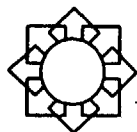
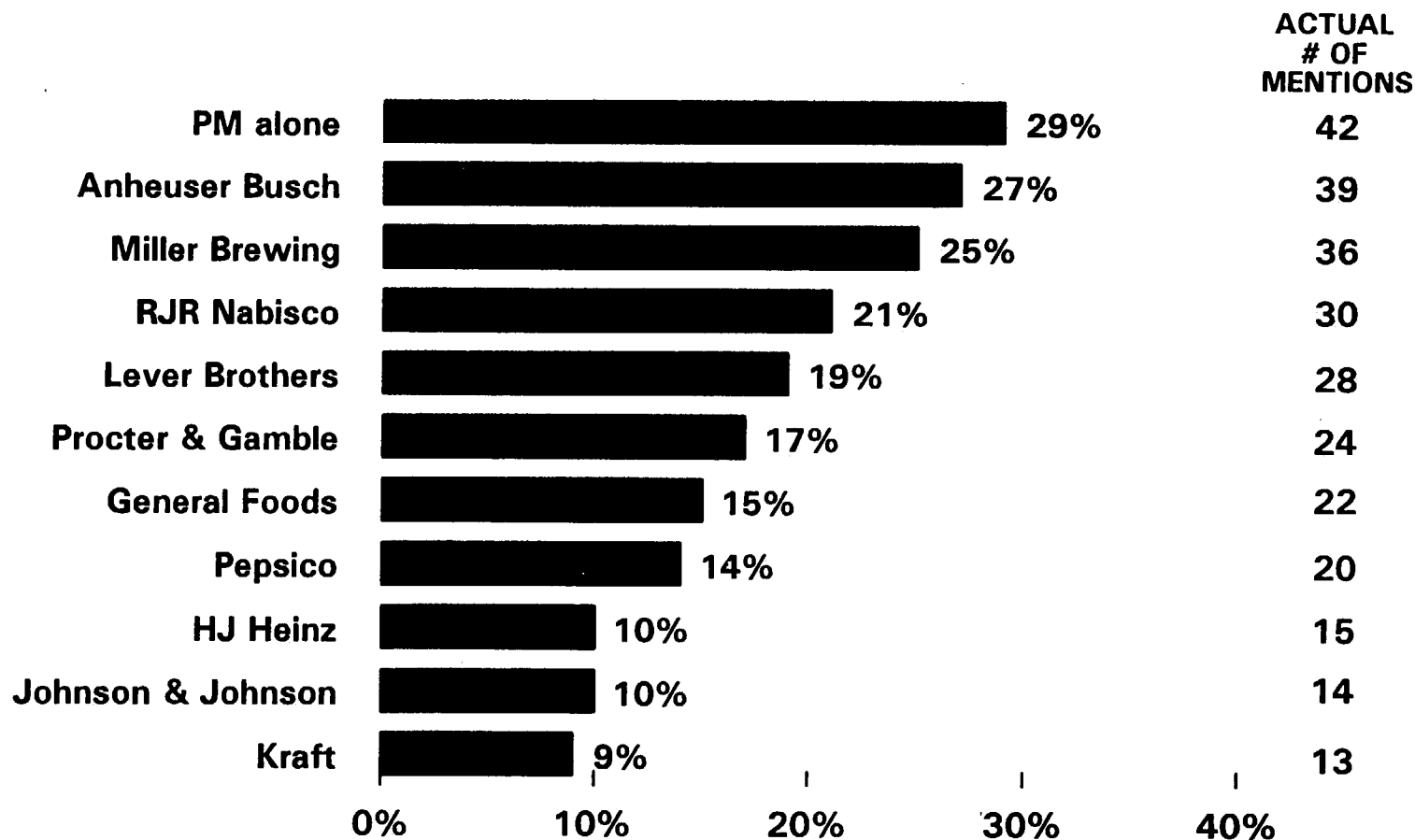
The Wirthlin Group

Base: 144 Respondents  
Values Study  
July 1992

2025415735

# WHICH COMPANIES ARE PM GROUPED WITH?

## PHILIP MORRIS IS LEAST OFTEN GROUPED WITH KRAFT



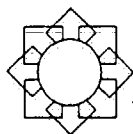
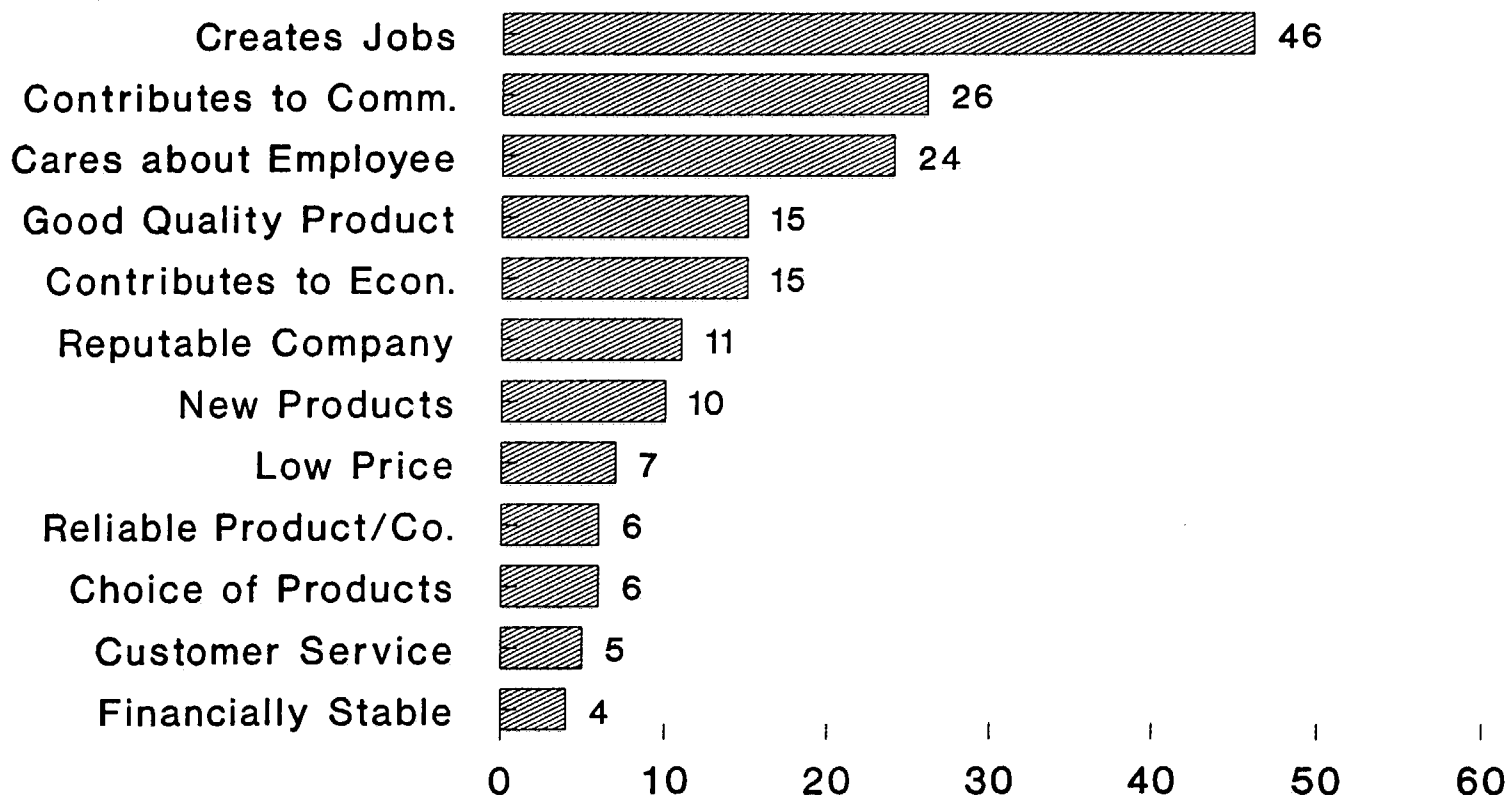
The Wirthlin Group

Base: 144 Respondents  
Values Study (Q6)  
July 1992

2025415736

# IMPORTANT ATTRIBUTES OF A GREAT COMPANY - UNAIDED TOP MENTIONS

Creating Jobs and Contributing to the Community Are Most Important



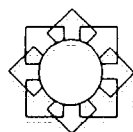
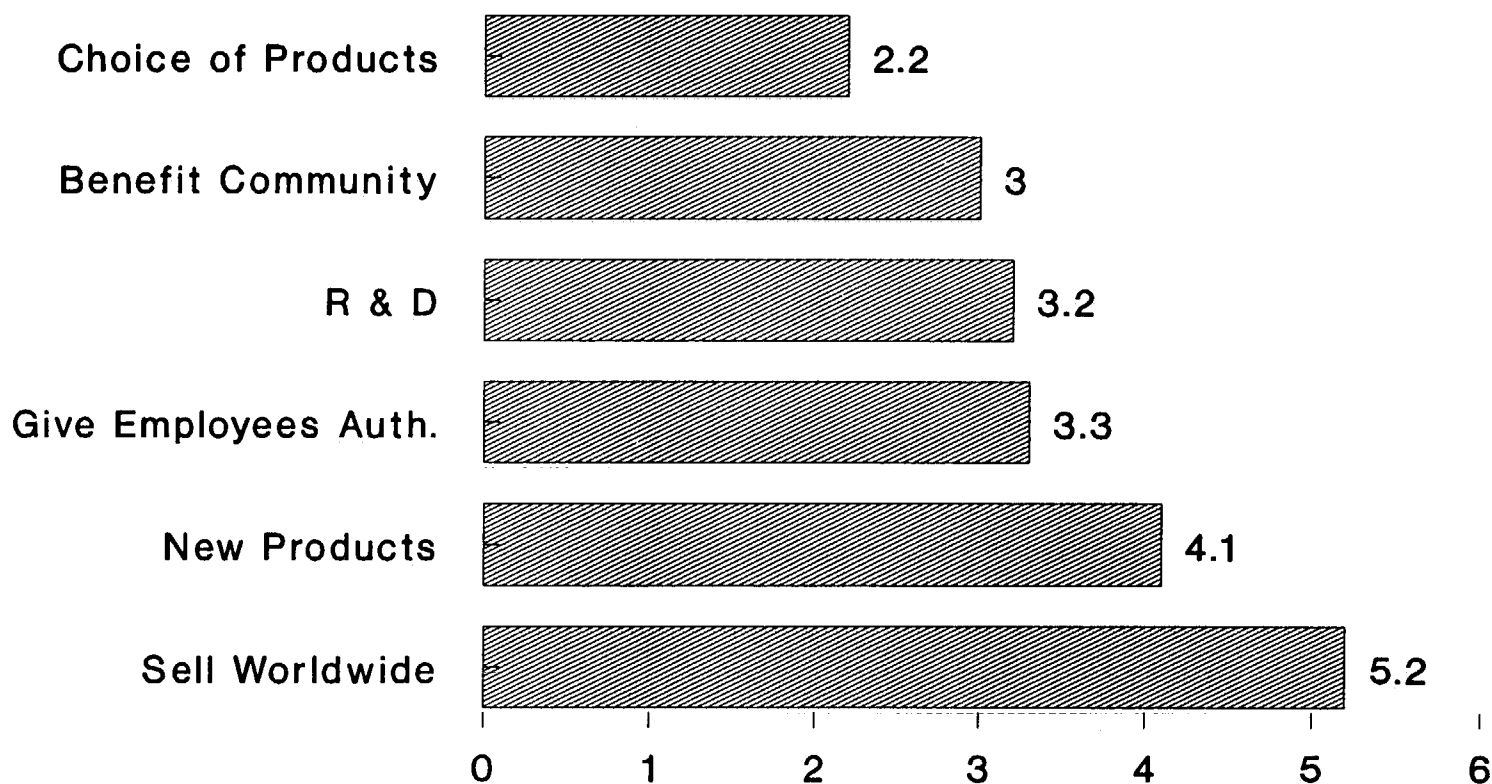
The Wirthlin Group

Base: Total Respondents (n=144)  
Values Study  
July 1992

2025415737

# MEAN RANK ORDER OF IMPORTANT ATTRIBUTES OF A GREAT COMPANY - AIDED

Choice of Products is Most Important



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(Highest rank is 1 and lowest rank is 6)

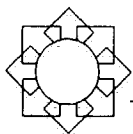
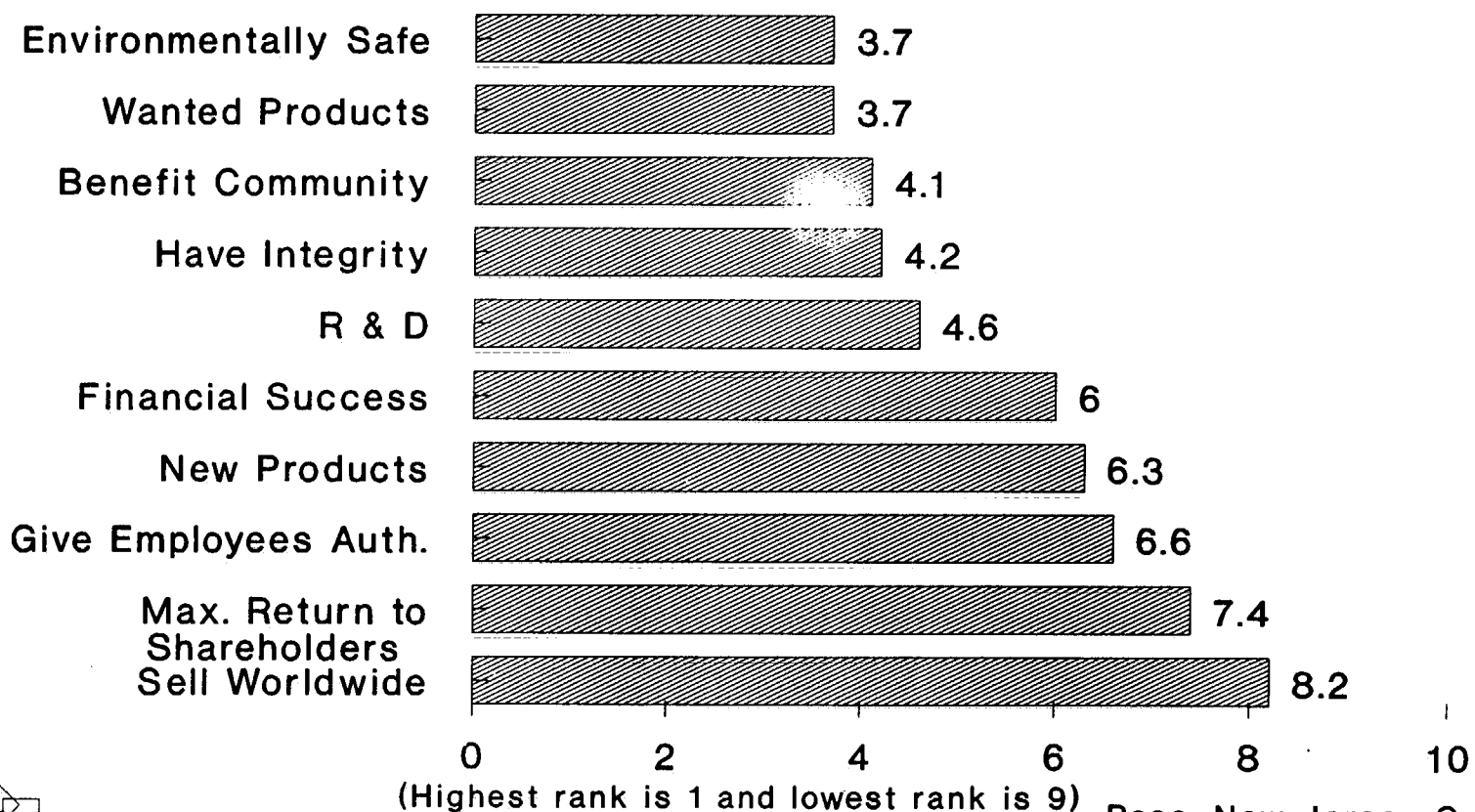
*Based on a list of attributes  
provided for the respondents*

Base: All Respondents  
Except New Jersey  
Values Study - July 1992

2025115738

# MEAN RANK ORDER OF IMPORTANT ATTRIBUTES OF A GREAT COMPANY - AIDED

Providing Environmentally Safe and  
Wanted Products is Most Important



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*Based on a list of attributes  
provided for the respondents*

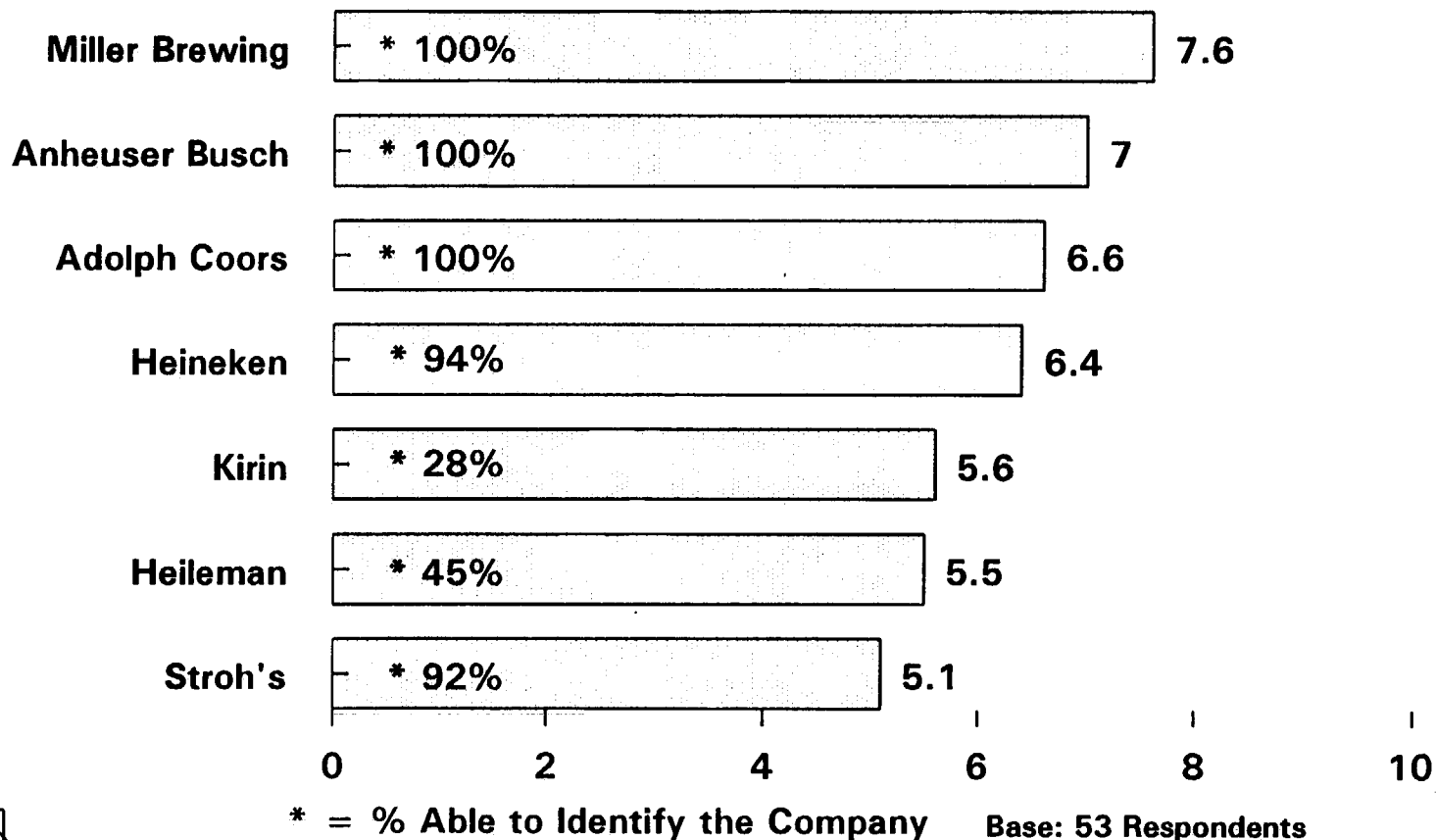
Base: New Jersey Only  
Values Study  
July 1992

2025415739

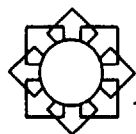


# FAVORABILITY RATINGS - BEER COMPANIES

## "MILLER BREWING" RECEIVES HIGHEST FAVORABILITY RATING



Base: 53 Respondents  
Beer Module - Values Study  
July 1992

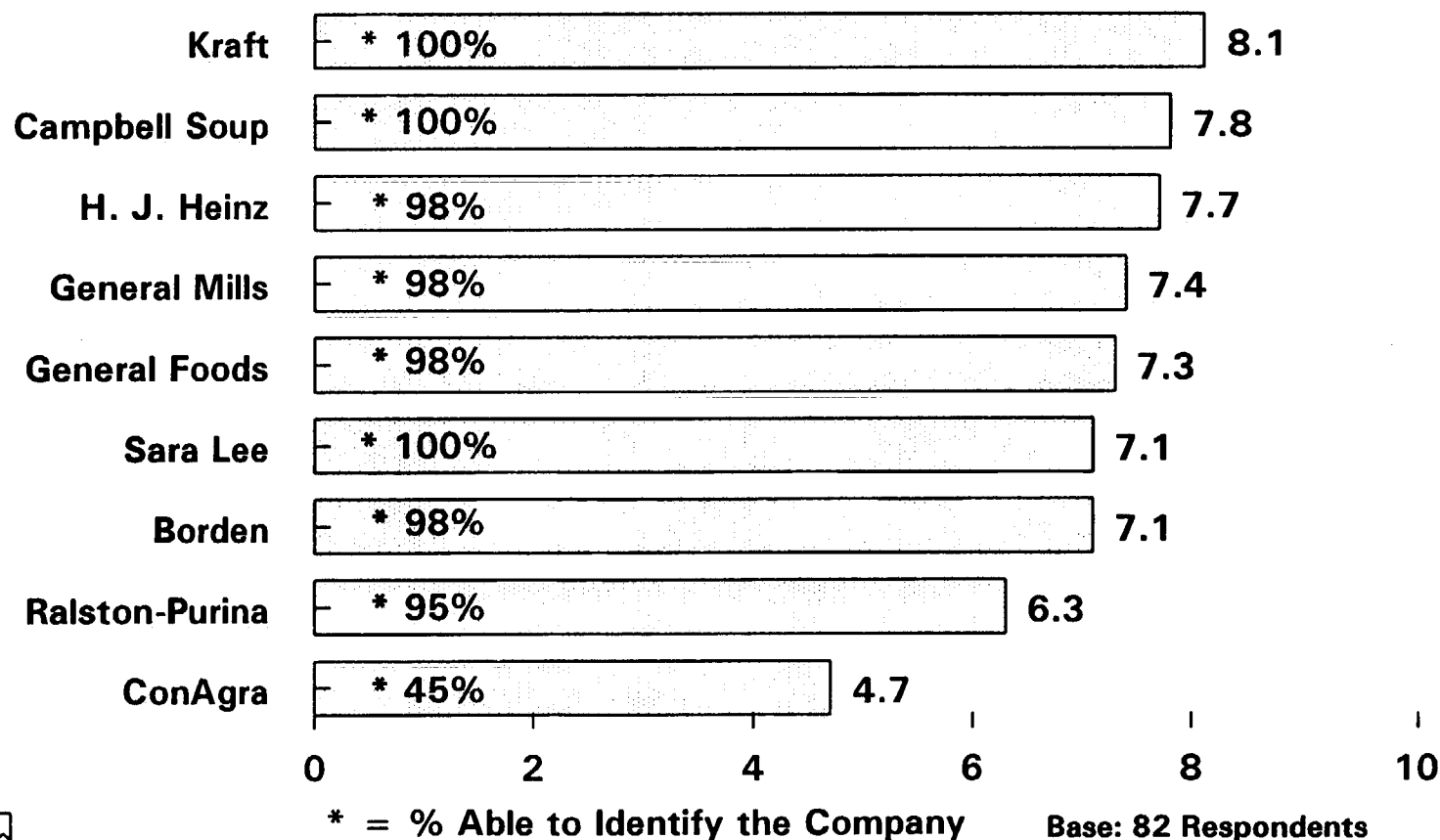


The Wirthlin Group

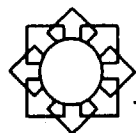
2025415740

# FAVORABILITY RATINGS - FOOD COMPANIES

## "KRAFT" RECEIVES HIGHEST FAVORABILITY RATING



Base: 82 Respondents  
Shoppers - Values Study  
July 1992

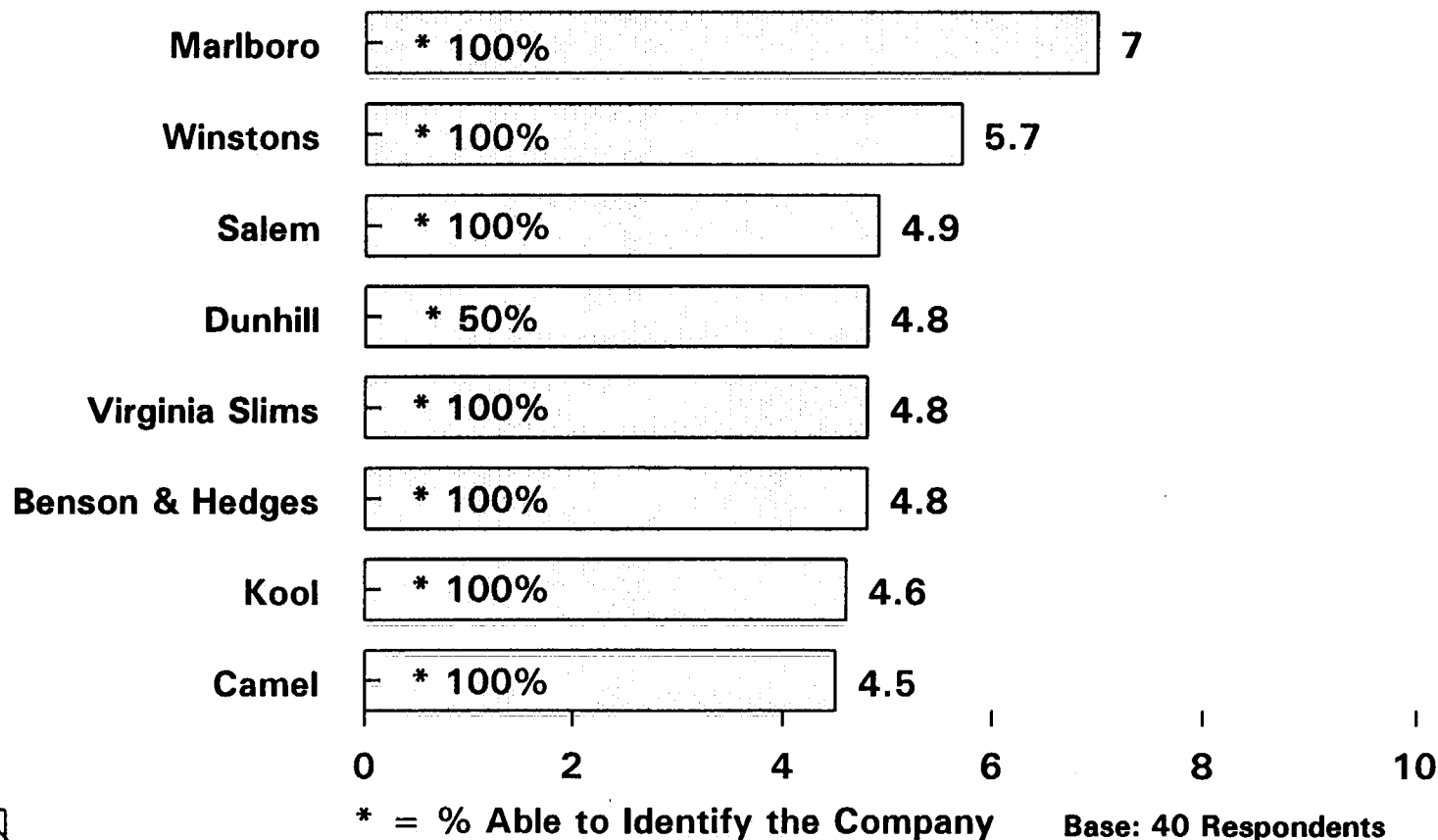


The Wirthlin Group

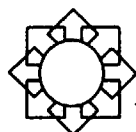
2025415741

# FAVORABILITY RATINGS - CIGARETTE CO.S

## "MARLBORO" RECEIVES HIGHEST FAVORABILITY RATING



Base: 40 Respondents  
Smokers - Values Study  
July 1992



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2025415742

**RATINGS OF PHILIP MORRIS**  
**Before and After Being informed**  
**of Association with Kraft**

	<u>TOTAL</u>	<u>Opinion Leaders</u>	<u>Primary Shoppers</u>	<u>Beer Drinkers</u>	<u>Anti Smokers</u>	<u>Smokers</u>	<u>Investors</u>	<u>Charitable</u>
<u>PM</u>								
Before	3.4	2.7	3.1	3.8	1.9	4.8	2.9	3.3
After	<u>5.9</u>	<u>4.4</u>	<u>5.8</u>	<u>6.2</u>	<u>3.4</u>	<u>7.1</u>	<u>5.0</u>	<u>5.7</u>
Difference	2.5	1.7	2.7	2.4	1.5	2.3	2.1	2.4
<u>Kraft</u>								
Before	8.1	7.8	8.2	8.0	7.8	7.9	7.9	8.1
After	<u>7.8</u>	<u>7.5</u>	<u>8.0</u>	<u>7.9</u>	<u>7.3</u>	<u>8.0</u>	<u>7.6</u>	<u>7.9</u>
Difference	(.3)	(.3)	(.2)	(.1)	(.5)	+ .1	(.3)	(.2)
<u>RJR Nabisco</u>	6.8	6.9	6.9	6.9	6.9	6.6	6.5	6.6
<u>Miller</u>	5.9	5.3	5.7	7.0	5.2	6.2	5.8	5.9

## REASONS WHY PEOPLE CHANGE/DO NOT CHANGE THEIR RATINGS OF PHILIP MORRIS AND KRAFT AFTER DISCOVERING THEIR RELATIONSHIP

### Philip Morris

#### *Increase Rating*

The average ratings of Philip Morris increased 2.5 points (74%), from 3.4 to 5.9, after respondents were informed of the companies owned by PM. The most often cited reasons for the increase in ratings were they were not previously aware that Philip Morris owned these companies, they use and like the products made by the other companies, and the other companies (particularly Kraft) make good, quality products. Other reasons given include that Philip Morris is diversified, PM employees many people, and they are glad to see PM put its resources into something other than cigarettes.

Some respondents had not previously heard of Philip Morris, and were therefore not aware of its association with tobacco. Some of them even thought Philip Morris was an individual. These people were very enthusiastic about Philip Morris after being informed of the companies it owns.

"It says he's a popular and important businessman."

"I didn't know he owned all these things. He must be very wealthy. He stands behind a great deal of good products."

#### *Ratings Stay the Same*

Those respondents who did not change their ratings were still influenced by the fact that Philip Morris makes cigarettes. Many of them suggested that because PM owns all of these other companies, they no longer needed to produce cigarettes and should get out of the tobacco business. Some people suggested that ownership of these companies was "just a front" so that PM could look like they are doing something positive while they do sinful things in the background. Some are angry that PM owns companies they trusted, and some are angry that PM is making more money than they thought.

### Kraft

#### *Ratings Stay The Same*

Ratings for Kraft decreased a minimal three tenths of a point from 8.1 to 7.8, a decrease which is not statistically significant. Most people did not change their ratings of Kraft. They do not associate Kraft with Philip Morris. They still think Kraft makes good, quality products and will continue to buy and enjoy them. Some people acknowledge that Kraft is blameless because they have no say in the other businesses in which the parent company is involved. Someone commented that the good management of Philip Morris will Help Kraft.

2025415744

### *Ratings Decrease*

Some people trust Kraft less and have less confidence in Kraft because of its association with Philip Morris. Some other reasons respondents gave for decreasing their ratings include that they are angry because Kraft is helping to keep PM in business, they feel deceived because Philip Morris' name is not on the labels of Kraft products, and they feel that Kraft sold out.

2025415745

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 1

LOCATION  
B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC	ALAM		MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN-AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+	
	JRSEY	-TA	-AGO	DLLAS	-EDA													
TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
New Jersey	31 22%	31 100%	- -	- -	- -	- -	17 24%	14 19%	7 23%	18 22%	6 18%	21 21%	6 25%	4 27%	- -	3 8%	14 24%	14 29%
Atlanta	27 19%	- -	27 100%	- -	- -	- -	14 19%	13 18%	5 17%	16 20%	6 18%	22 22%	3 13%	2 13%	- -	7 19%	10 17%	10 20%
Chicago	28 19%	- -	- -	28 100%	- -	- -	14 19%	14 19%	6 20%	16 20%	6 18%	20 20%	5 21%	3 20%	- -	9 24%	11 19%	8 16%
Dallas	29 20%	- -	- -	- -	29 100%	- -	13 18%	16 22%	6 20%	17 21%	6 18%	21 21%	5 21%	3 20%	- -	10 27%	10 17%	9 18%
Alameda	29 20%	- -	- -	- -	- -	29 100%	14 19%	15 21%	6 20%	14 17%	9 27%	16 16%	5 21%	3 20%	5 100%	8 22%	13 22%	8 16%

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Significance Testing at the 95% Confidence Level

2025415746

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 2

GENDER  
B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION						GENDER		AGE			RACE / ETHNICITY				INCOME		
		NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP			25K	
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FEMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Male	72 50%	17 55%	14 52%	14 50%	13 45%	14 48%	72 100%	- -	19 63%	36 44%	17 52%	51 51%	9 38%	9 60%	3 60%	24 65%	23 40%	25 51%
Female	72 50%	14 45%	13 48%	14 50%	16 55%	15 52%	- -	72 100%	11 37%	45 56%	16 48%	49 49%	15 63%	6 40%	2 40%	13 35%	35 60%	24 49%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415747



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 3

AGE  
B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	NEW	ATLN	CHIC		ALAM							CAUC-	AFRCN	HISP		25K		
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
21 - 30	30 21%	7 23%	5 19%	6 21%	6 21%	6 21%	19 26%	11 15%	30 100%	- I	- J	15 15%	8 33%	6 40%	1 20%	16 43%	9 P	5 10%
31 - 50	81 56%	18 58%	16 59%	16 57%	17 59%	14 48%	36 50%	45 63%	- H	81 100%	- J	56 56%	14 58%	8 53%	3 60%	15 41%	35 60%	31 63%
51 - 70	33 23%	6 19%	6 22%	6 21%	6 21%	9 31%	17 24%	16 22%	- H	- I	33 100%	29 29%	2 8%	1 7%	1 20%	6 16%	14 24%	13 27%

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Significance Testing at the 95% Confidence Level

2025415748

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 4

RACE / ETHNICITY  
B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP					
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	25K-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Caucasian	100 69%	21 68%	22 81%	20 71%	21 72%	16 55%	51 71%	49 68%	15 50%	56 69%	29 88% I	100 100%	-	-	-	21 57%	39 67%	40 82%
African American	24 17%	6 19%	3 11%	5 18%	5 17%	5 17%	9 13%	15 21%	8 27% J	14 17%	2 6%	-	24 100%	-	-	8 22%	12 21%	4 8%
Hispanic	15 10%	4 13%	2 7%	3 11%	3 10%	3 10%	9 13%	6 8%	6 20% J	8 10%	1 3%	-	-	15 100%	-	6 16%	5 9%	4 8%
Moorish	1 1%	-	-	-	-	1 3%	1 1%	-	-	1 1%	-	-	-	-	1 20%	1 3%	-	-
Asian	3 2%	-	-	-	-	3 10%	1 1%	2 3%	1 3%	1 1%	1 3%	-	-	-	3 60%	1 3%	1 2%	1 2%
Other	1 1%	-	-	-	-	1 3%	1 1%	-	-	1 1%	-	-	-	-	1 20%	-	1 2%	-

The Winchlin Group

Significance Testing at the 95% Confidence Level

2025115719

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 5

INCOME  
B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME				
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+		
		JRSEY	-TA	-AGO														DLLAS	-EDA
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q			
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%	
Less than \$25,000	37 26%	3 10%	7 26%	9 32%	10 34%	8 28%	24 33%G	13 18%	16 53%I J	15 19%	6 18%	21 21%	8 33%	6 40%	2 40%	37 100%PQ	- -	- -	
\$25,000 - \$49,999	58 40%	14 45%	10 37%	11 39%	10 34%	13 45%	23 32%	35 49%F	9 30%	35 43%	14 42%	39 39%	12 50%	5 33%	2 40%	- -	58 100%Q	- -	
\$50,000 +	49 34%	14 45%	10 37%	8 29%	9 31%	8 28%	25 35%	24 33%	5 17%	31 38%H	13 39%	40 40%	4 17%	4 27%	1 20%	- -	- -	49 100%OP	

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Significance Testing at the 95% Confidence Level

2025415750

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 6

QUOTA GROUP  
B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	TOTAL	LOCATION				GENDER		AGE			RACE / ETHNICITY				INCOME				
		NEW	ATLN	CHIC		ALAM													
		JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	CAUC-	AFRCN	HISP	OTHER	<25K	25K	50K+	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%	
Opinion leader	35 24%	9 29%	7 26%	5 18%	5 17%	9 31%	14 19%	21 29%	2 7%	24 30% <sup>H</sup>	9 27% <sup>H</sup>	24 24%	5 21%	3 20%	3 60%	6 16%	14 24%	15 31%	
Primary shopper	106 74%	21 68%	23 85%	20 71%	20 69%	22 76%	38 53%	68 94% <sup>F</sup>	20 67%	60 74%	26 79%	71 71%	21 88%	10 67%	4 80%	25 68%	48 83%	33 67%	
Non-primary shopper	38 26%	10 32%	4 15%	8 29%	9 31%	7 24%	34 47% <sup>G</sup>	4 6%	10 33%	21 26%	7 21%	29 29%	3 13%	5 33%	1 20%	12 32%	10 17%	16 33%	
Beer drinker	79 55%	17 55%	19 70%	19 68%	10 34%	14 48%	48 67% <sup>G</sup>	31 43%	20 67%	43 53%	16 48%	55 55%	11 46%	10 67%	3 60%	23 62%	33 57%	23 47%	
Non-beer drinker	63 44%	13 42%	7 26%	9 32%	19 66%	15 52%	23 32%	40 56% <sup>F</sup>	10 33%	36 44%	17 52%	43 43%	13 54%	5 33%	2 40%	14 38%	24 41%	25 51%	
Smoker	40 28%	11 35%	5 19%	10 36%	9 31%	5 17%	24 33%	16 22%	11 37%	24 30%	5 15%	27 27%	8 33%	5 33%	-	14 38%	14 24%	12 24%	
Former smoker	43 30%	6 19%	8 30%	9 32%	7 24%	13 45%	23 32%	20 28%	8 27%	21 26%	14 42%	32 32%	1 4%	7 47%	3 60%	15 41%	16 28%	12 24%	
Non-smoker	61 42%	14 45%	14 52%	9 32%	13 45%	11 38%	25 35%	36 50%	11 37%	36 44%	14 42%	41 41%	15 63%	3 20%	2 40%	8 22%	28 48% <sup>O</sup>	25 51% <sup>O</sup>	
Investor	39 27%	12 39%	6 22%	6 21%	6 21%	9 31%	19 26%	20 28%	6 20%	18 22%	15 45% <sup>HI</sup>	32 32%	2 8%	3 20%	2 40%	5 14%	16 28%	18 37% <sup>O</sup>	
Non-investor	105 73%	19 61%	21 78%	22 79%	23 79%	20 69%	53 74%	52 72%	24 80% <sup>J</sup>	63 78% <sup>J</sup>	18 55%	68 68%	22 92%	12 80%	3 60%	32 86% <sup>O</sup>	42 72%	31 63%	
Non-charitable	37 26%	7 23%	7 26%	7 25%	9 31%	7 24%	20 28%	17 24%	10 33%	16 20%	11 33%	24 24%	9 38%	4 27%	-	13 35%	11 19%	13 27%	

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115751

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 6

QUOTA GROUP  
B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY					INCOME		
	TOTAL	NEW JRSEY	ATLN -TA	CHIC -AGO	DLLAS	ALAM -EDA	MALE	FEMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Charitable	107 74%	24 77%	20 74%	21 75%	20 69%	22 76%	52 72%	55 76%	20 67%	65 80%	22 67%	76 76%	15 63%	11 73%	5 100%	24 65%	47 81%	36 73%
Not working	25 17%	4 13%	1 4%	6 21%	14 48%	- -	8 11%	17 24%F	2 7%	14 17%	9 27%H	20 20%	2 8%	3 20%	- -	6 16%	9 16%	10 20%
Working	42 29%	6 19%	14 52%	5 18%	15 52%	2 7%	19 26%	23 32%	11 37%J	27 33%J	4 12%	31 31%	9 38%	2 13%	- -	12 32%	18 31%	12 24%
Anti-smoking	54 38%	18 58%	12 44%	6 21%	5 17%	13 45%	25 35%	29 40%	5 17%	26 32%	23 70%HI	42 42%	6 25%	5 33%	1 20%	8 22%	24 41%	22 45%O

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415752

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 7

W Q7A: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate ANHEUSER BUSCH.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION				GENDER				AGE			RACE / ETHNICITY				INCOME		
	TOTAL	NEW JRSEY	ATLN -TA	CHIC -AGO	DLLAS	ALAM -EDA	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Favorable impression (10)	18 13%	4 13%	4 15%	2 7%	6 21%	2 7%	9 13%	9 13%	2 7%	13 16%	3 9%	12 12%	4 17%	2 13%	-	4 11%	8 14%	6 12%
(9)	13 9%	2 6%	5 19%	1 4%	3 10%	2 7%	6 8%	7 10%	3 10%	5 6%	5 15%	10 10%	2 8%	1 7%	-	1 3%	3 5%	9 18%OP
(8)	21 15%	4 13%	4 15%	5 18%	4 14%	4 14%	12 17%	9 13%	7 23%	11 14%	3 9%	15 15%	3 13%	3 20%	-	5 14%	8 14%	8 16%
(7)	14 10%	2 6%	2 7%	4 14%	1 3%	5 17%	9 13%	5 7%	4 13%	6 7%	4 12%	11 11%	-	2 13%	1 20%	5 14%	5 9%	4 8%
(6)	11 8%	2 6%	5 19%	3 11%	-	1 3%	5 7%	6 8%	3 10%	6 7%	2 6%	7 7%	1 4%	2 13%	1 20%	2 5%	6 10%	3 6%
(5)	24 17%	5 16%	2 7%	6 21%	5 17%	6 21%	13 18%	11 15%	2 7%	13 16%	9 27% <sup>H</sup>	20 20%	1 4%	1 7%	2 40%	7 19%	9 16%	8 16%
(4)	8 6%	1 3%	-	2 7%	2 7%	3 10%	3 4%	5 7%	2 7%	6 7%	-	4 4%	3 13%	-	1 20%	2 5%	4 7%	2 4%
(3)	14 10%	6 19%	2 7%	1 4%	3 10%	2 7%	6 8%	8 11%	3 10%	9 11%	2 6%	10 10%	3 13%	1 7%	-	3 8%	7 12%	4 8%
(2)	5 3%	1 3%	2 7%	1 4%	-	1 3%	4 6%	1 1%	2 7%	3 4%	-	3 3%	2 8%	-	-	3 8% <sup>P</sup>	-	2 4%
Unfavorable impression (1)	15 10%	4 13%	1 4%	3 11%	5 17%	2 7%	5 7%	10 14%	2 7%	8 10%	5 15%	8 8%	4 17%	3 20%	-	4 11%	8 14%	3 6%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415753

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 7

W Q7A: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate ANHEUSER BUSCH.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP		25K			
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know/Refused	1	-	-	-	-	1	-	1	-	1	-	-	1	-	-	1	-	-
	1%	-	-	-	-	3%	-	1%	-	1%	-	-	4%	-	-	3%	-	-
Mean	5.9	5.5	6.7	5.8	6.0	5.8	6.1	5.7	6.1	5.9	5.9	6.1	5.3	6.0	5.4	5.5	5.7	6.5
Standard Deviation	2.83	3.00	2.70	2.56	3.30	2.52	2.71	2.96	2.69	2.91	2.85	2.71	3.40	3.16	1.14	2.82	2.89	2.74
Standard Error	0.24	0.54	0.52	0.48	0.61	0.48	0.32	0.35	0.49	0.33	0.50	0.27	0.71	0.82	0.51	0.47	0.38	0.39

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415754

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 8

W Q7B: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate GENERAL FOODS.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION				GENDER				AGE			RACE / ETHNICITY				INCOME		
	TOTAL	NEW JRSEY	ATLN -TA	CHIC -AGO	DLLAS	ALAM -EDA	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Favorable impression (10)	20 14%	7 23%	4 15%	-	8 28%	1 3%	6 8%	14 19%	2 7%	16 20%	2 6%	17 17%	2 8%	1 7%	-	2 5%	10 17%	8 16%
(9)	17 12%	5 16%	1 4%	2 7%	6 21%	3 10%	8 11%	9 13%	6 20%	4 5%	7 21%	10 10%	4 17%	3 20%	-	6 16%	6 10%	5 10%
(8)	37 26%	6 19%	8 30%	10 36%	6 21%	7 24%	19 26%	18 25%	6 20%	21 26%	10 30%	22 22%	9 38%	3 20%	3 60%	10 27%	13 22%	14 29%
(7)	23 16%	5 16%	3 11%	5 18%	2 7%	8 28%	10 14%	13 18%	8 27%	12 15%	3 9%	15 15%	5 21%	2 13%	1 20%	7 19%	9 16%	7 14%
(6)	16 11%	2 6%	6 22%	5 18%	1 3%	2 7%	10 14%	6 8%	3 10%	10 12%	3 9%	14 14%	-	2 13%	-	4 11%	7 12%	5 10%
(5)	22 15%	5 16%	4 15%	4 14%	4 14%	5 17%	14 19%	8 11%	3 10%	14 17%	5 15%	15 15%	3 13%	3 20%	1 20%	7 19%	9 16%	6 12%
(4)	5 3%	-	1 4%	2 7%	-	2 7%	3 4%	2 3%	-	3 4%	2 6%	4 4%	-	1 7%	-	-	2 3%	3 6%
(3)	2 1%	-	-	-	1 3%	1 3%	1 1%	1 1%	1 3%	-	1 3%	2 2%	-	-	-	1 3%	1 2%	-
(2)	1 1%	-	-	-	1 3%	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
Unfavorable impression (1)	1 1%	1 3%	-	-	-	-	1 1%	-	1 3%	-	-	-	1 4%	-	-	-	1 2%	-

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415755



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 8

W Q7B: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate GENERAL FOODS.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP		25K			
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.3	7.6	7.2	6.8	7.8	6.8	6.9	7.6	7.2	7.3	7.2	7.2	7.5	7.1	7.2	7.2	7.2	7.3
Standard Deviation	1.90	2.12	1.73	1.44	2.24	1.72	1.88	1.89	1.98	1.91	1.87	1.95	1.93	1.83	1.30	1.66	2.04	1.94
Standard Error	0.16	0.38	0.33	0.27	0.42	0.32	0.22	0.22	0.36	0.21	0.32	0.19	0.39	0.47	0.58	0.27	0.27	0.28

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415756

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 9

W Q7C: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate PEPSICO.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION				GENDER				AGE			RACE / ETHNICITY				INCOME		
	NEW	ATLN	CHIC	ALAM	ALAM	MALE	FMAL	21-30	31-50	51-70	CAUC-	AFRCN	HISP			25K		
	JRSEY	-TA	-AGO	DLLAS	-EDA						ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Favorable impression (10)	24 17%	4 13%	4 15%	2 7%	7 24%	7 24%	8 11%	16 22%	5 17%	16 20%	3 9%	14 14%	6 25%	4 27%	- -	6 16%	11 19%	7 14%
(9)	14 10%	3 10%	5 19%	1 4%	2 7%	3 10%	9 13%	5 7%	3 10%	7 9%	4 12%	9 9%	3 13%	- -	2 40%	2 5%	6 10%	6 12%
(8)	24 17%	7 23%	4 15%	6 21%	6 21%	1 3%	12 17%	12 17%	5 17%	14 17%	5 15%	16 16%	4 17%	3 20%	1 20%	7 19%	8 14%	9 18%
(7)	19 13%	5 16%	1 4%	4 14%	4 14%	5 17%	8 11%	11 15%	5 17%	10 12%	4 12%	13 13%	4 17%	1 7%	1 20%	4 11%	9 16%	6 12%
(6)	14 10%	3 10%	4 15%	4 14%	2 7%	1 3%	10 14%	4 6%	2 7%	9 11%	3 9%	10 10%	1 4%	3 20%	- -	4 11%	4 7%	6 12%
(5)	22 15%	2 6%	5 19%	5 18%	3 10%	7 24%	11 15%	11 15%	4 13%	11 14%	7 21%	16 16%	3 13%	2 13%	1 20%	7 19%	6 10%	9 18%
(4)	11 8%	1 3%	1 4%	5 18%	2 7%	2 7%	5 7%	6 8%	3 10%	5 6%	3 9%	8 8%	1 4%	2 13%	- -	4 11%	4 7%	3 6%
(3)	7 5%	4 13%	- -	- -	1 3%	2 7%	5 7%	2 3%	1 3%	3 4%	3 9%	5 5%	2 8%	- -	- -	1 3%	6 10%	- -
(2)	8 6%	2 6%	3 11%	- -	2 7%	1 3%	4 6%	4 6%	2 7%	5 6%	1 3%	8 8%	- -	- -	- -	2 5%	3 5%	3 6%
Unfavorable impression (1)	1 1%	- -	- -	1 4%	- -	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 2%	- -
Mean	6.7	6.6	6.8	6.3	7.1	6.8	6.5	6.9	6.8	6.8	6.4	6.4	7.4	7.1	7.6	6.6	6.7	6.9

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415757

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 9

W Q7C: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate PEPSICO.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC	ALAM		MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN-AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+	
	TOTAL	JRSEY	-TA	-AGO	DLLAS													-EDA
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Deviation	2.41	2.48	2.53	2.08	2.50	2.53	2.33	2.50	2.43	2.48	2.28	2.48	2.28	2.20	1.67	2.34	2.63	2.23
Standard Error	0.20	0.45	0.49	0.39	0.46	0.47	0.27	0.30	0.44	0.28	0.40	0.25	0.47	0.57	0.75	0.38	0.35	0.32

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415758

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 10

W Q7D: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate KRAFT.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM		MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+
		JRSEY	-TA	-AGO	DLLAS	-EDA												
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Favorable impression (10)	38 26%	6 19%	8 30%	4 14%	15 52%	5 17%	13 18%	25 35%	8 27%	23 28%	7 21%	30 30%	6 25%	2 13%	-	6 16%	16 28%	16 33%
(9)	25 17%	8 26%	4 15%	7 25%	4 14%	2 7%	12 17%	13 18%	5 17%	14 17%	6 18%	16 16%	5 21%	4 27%	-	4 11%	15 26%	6 12%
(8)	35 24%	9 29%	8 30%	9 32%	4 14%	5 17%	18 25%	17 24%	8 27%	19 23%	8 24%	23 23%	7 29%	3 20%	2 40%	11 30%	9 16%	15 31%
(7)	24 17%	5 16%	3 11%	5 18%	4 14%	7 24%	15 21%	9 13%	3 10%	14 17%	7 21%	18 18%	2 8%	2 13%	2 40%	8 22%	8 14%	8 16%
(6)	7 5%	1 3%	1 4%	1 4%	1 3%	3 10%	3 4%	4 6%	2 7%	4 5%	1 3%	4 4%	1 4%	1 7%	1 20%	2 5%	4 7%	1 2%
(5)	9 6%	1 3%	2 7%	1 4%	1 3%	4 14%	7 10%	2 3%	2 7%	5 6%	2 6%	6 6%	1 4%	2 13%	-	4 11%	3 5%	2 4%
(4)	4 3%	-	1 4%	1 4%	-	2 7%	3 4%	1 1%	1 3%	1 1%	2 6%	3 3%	-	1 7%	-	1 3%	2 3%	1 2%
(3)	1 1%	-	-	-	-	1 3%	-	1 1%	-	1 1%	-	-	1 4%	-	-	1 3%	-	-
Unfavorable impression (1)	1 1%	1 3%	-	-	-	-	1 1%	-	1 3%	-	-	-	1 4%	-	-	-	1 2%	-
Mean	8.1	8.1	8.2	8.0	8.9	7.1	7.7	8.4	7.9	8.2	7.9	8.2	7.9	7.6	7.2	7.5	8.1	8.40
Standard Deviation	1.77	1.81	1.71	1.45	1.46	1.99	1.85	1.61	2.12	1.66	1.72	1.65	2.26	1.88	0.84	1.77	1.92	1.51

The Wirthlin Group

Significance Testing at the 95% Confidence Level

6525145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 10

W Q7D: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.  
Overall, based on everything you know or may have heard how would you rate KRAFT.  
B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP		25K			
TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Error	0.15	0.33	0.33	0.27	0.27	0.37	0.22	0.19	0.39	0.18	0.30	0.16	0.46	0.49	0.37	0.29	0.25	0.22

2025415760

The Wirthlin Group  
Significance Testing at the 95% Confidence Level

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 11

W Q7E: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate RJR NABISCO.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION				GENDER				AGE			RACE / ETHNICITY				INCOME		
	NEW	ATLN	CHIC	ALAM								CAUC-	AFRCN	HISP		25K		
	TOTAL	JRSEY	-TA	-AGO DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70		ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J		K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Favorable impression (10)	16 11%	3 10%	3 11%	- -	7 24%	3 10%	2 3%	14 19%	3 10%	12 15%	1 3%	12 12%	2 8%	2 13%	- -	3 8%	9 16%	4 8%
(9)	17 12%	4 13%	2 7%	5 18%	4 14%	2 7%	10 14%	7 10%	5 17%	6 7%	6 18%	8 8%	6 25%	3 20%	- -	6 16%	10 17%	1 2%
(8)	29 20%	7 23%	8 30%	6 21%	5 17%	3 10%	15 21%	14 19%	4 13%	19 23%	6 18%	19 19%	5 21%	3 20%	2 40%	6 16%	10 17%	13 27%
(7)	31 22%	7 23%	6 22%	7 25%	4 14%	7 24%	16 22%	15 21%	6 20%	18 22%	7 21%	25 25%	3 13%	3 20%	- -	7 19%	14 24%	10 20%
(6)	11 8%	2 6%	2 7%	3 11%	2 7%	2 7%	6 8%	5 7%	5 17%	5 6%	1 3%	7 7%	4 17%	- -	- -	5 14%	2 3%	4 8%
(5)	20 14%	2 6%	3 11%	6 21%	4 14%	5 17%	11 15%	9 13%	4 13%	11 14%	5 15%	13 13%	3 13%	3 20%	1 20%	10 27%	3 5%	7 14%
(4)	6 4%	1 3%	2 7%	- -	- -	3 10%	2 3%	4 6%	2 7%	3 4%	1 3%	5 5%	- -	- -	1 20%	- -	3 5%	3 6%
(3)	4 3%	1 3%	1 4%	- -	- -	2 7%	4 6%	- -	1 3%	2 2%	1 3%	2 2%	1 4%	- -	1 20%	- -	3 5%	1 2%
(2)	4 3%	2 6%	- -	1 4%	1 3%	- -	1 1%	3 4%	- -	3 4%	1 3%	4 4%	- -	- -	- -	- -	1 2%	3 6%
Unfavorable impression (1)	6 4%	2 6%	- -	- -	2 7%	2 7%	5 7%	1 1%	- -	2 2%	4 12%	5 5%	- -	1 7%	- -	- -	3 5%	3 6%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

1925145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 11

W Q7E: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate RJR NABISCO.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
		NEW	ATLN	CHIC		ALAM												
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Mean	6.8	6.6	7.1	6.9	7.2	6.1	6.4	7.2F	7.0	7.0	6.2	6.7	7.4	7.2	5.6	7.1	7.1	6.2
Standard Deviation	2.30	2.60	1.87	1.69	2.65	2.46	2.32	2.23	1.91	2.25	2.70	2.38	1.81	2.40	2.30	1.68	2.49	2.43
Standard Error	0.19	0.47	0.36	0.32	0.49	0.46	0.27	0.26	0.35	0.25	0.47	0.24	0.37	0.62	1.03	0.28	0.33	0.35

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415762

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 12

W Q7F: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate MILLER BREWING.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER			AGE			RACE / ETHNICITY				INCOME		
	TOTAL	NEW JRSEY	ATLN -TA	CHIC -AGO	ALAM DLLAS	EDDA	MALE	FMAL	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Favorable impression (10)	18 13%	3 10%	4 15%	3 11%	5 17%	3 10%	8 11%	10 14%	3 10%	13 16%	2 6%	10 10%	5 21%	3 20%	- -	2 5%	10 17%	6 12%
(9)	10 7%	- -	3 11%	3 11%	2 7%	2 7%	7 10%	3 4%	- -	7 9%	3 9%	8 8%	2 8%	- -	- -	2 5%	2 3%	6 12%
(8)	23 16%	6 19%	5 19%	4 14%	6 21%	2 7%	15 21%	8 11%	7 23%	13 16%	3 9%	18 18%	3 13%	2 13%	- -	5 14%	9 16%	9 18%
(7)	19 13%	3 10%	4 15%	3 11%	1 3%	8 28%	10 14%	9 13%	4 13%	8 10%	7 21%	11 11%	3 13%	3 20%	2 40%	6 16%	7 12%	6 12%
(6)	8 6%	2 6%	2 7%	2 7%	1 3%	1 3%	5 7%	3 4%	4 13%	3 4%	1 3%	6 6%	- -	2 13%	- -	3 8%	3 5%	2 4%
(5)	23 16%	5 16%	4 15%	5 18%	3 10%	6 21%	9 13%	14 19%	4 13%	11 14%	8 24%	19 19%	1 4%	1 7%	2 40%	9 24%	9 16%	5 10%
(4)	9 6%	2 6%	- -	3 11%	3 10%	1 3%	6 8%	3 4%	1 3%	7 9%	1 3%	8 8%	- -	- -	1 20%	2 5%	3 5%	4 8%
(3)	9 6%	2 6%	1 4%	1 4%	3 10%	2 7%	3 4%	6 8%	2 7%	5 6%	2 6%	5 5%	3 13%	1 7%	- -	2 5%	4 7%	3 6%
(2)	7 5%	3 10%	1 4%	1 4%	1 3%	1 3%	2 3%	5 7%	2 7%	5 6%	- -	5 5%	2 8%	- -	- -	2 5%	3 5%	2 4%
Unfavorable impression (1)	18 13%	5 16%	3 11%	3 11%	4 14%	3 10%	7 10%	11 15%	3 10%	9 11%	6 18%	10 10%	5 21%	3 20%	- -	4 11%	8 14%	6 12%
Mean	5.9	5.2	6.5	6.0	5.9	5.9	6.3	5.5	5.8	6.0	5.5	5.9	5.7	6.0	5.6	5.5	5.9	6.1

The Wirthlin Group

Significance Testing at the 95% Confidence Level

202541563



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 12

W Q7F: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate MILLER BREWING.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER			AGE			RACE / ETHNICITY				INCOME		
	NEW	ATLN	CHIC		ALAM							CAUC-	AFRCN	HISP		25K		
TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Standard Deviation	2.88	2.94	2.86	2.80	3.17	2.68	2.71	3.01	2.70	3.00	2.80	2.73	3.58	3.21	1.34	2.56	3.03	2.96
Standard Error	0.24	0.53	0.55	0.53	0.59	0.50	0.32	0.35	0.49	0.33	0.49	0.27	0.73	0.83	0.60	0.42	0.40	0.42

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415764

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 13

W Q7G: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate PHILIP MORRIS.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION								GENDER		AGE			RACE / ETHNICITY				INCOME		
	TOTAL	NEW	ATLN	CHIC	ALAM		MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN-AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+		
		JRSEY	-TA	-AGO	DLLAS	-EDA														
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q		
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%		
Favorable impression (10)	4 3%	2 6%	1 4%	-	1 3%	-	3 4%	1 1%	1 3%	2 2%	1 3%	3 3%	1 4%	-	-	1 3%	1 2%	2 4%		
(9)	5 3%	1 3%	1 4%	-	1 3%	2 7%	5 7%G	-	1 3%	2 2%	2 6%	3 3%	-	1 7%	1 20%	2 5%	2 3%	1 2%		
(8)	9 6%	1 3%	1 4%	3 11%	3 10%	1 3%	7 10%	2 3%	-	7 9%	2 6%	7 7%	1 4%	1 7%	-	5 14%	2 3%	2 4%		
(7)	6 4%	-	1 4%	4 14%	-	1 3%	5 7%	1 1%	3 10%	2 2%	1 3%	4 4%	1 4%	1 7%	-	2 5%	3 5%	1 2%		
(6)	4 3%	2 6%	1 4%	-	-	1 3%	1 1%	3 4%	2 7%	2 2%	-	2 2%	1 4%	1 7%	-	3 8%P	-	1 2%		
(5)	22 15%	5 16%	6 22%	3 11%	3 10%	5 17%	15 21%	7 10%	7 23%	11 14%	4 12%	16 16%	5 21%	1 7%	-	6 16%	6 10%	10 20%		
(4)	6 4%	-	1 4%	2 7%	1 3%	2 7%	2 3%	4 6%	2 7%	3 4%	1 3%	4 4%	1 4%	-	1 20%	2 5%	2 3%	2 4%		
(3)	11 8%	3 10%	2 7%	3 11%	1 3%	2 7%	6 8%	5 7%	2 7%	9 11%J	-	7 7%	2 8%	1 7%	1 20%	1 3%	6 10%	4 8%		
(2)	15 10%	3 10%	1 4%	2 7%	7 24%	2 7%	6 8%	9 13%	2 7%	10 12%	3 9%	12 12%	1 4%	2 13%	-	5 14%	3 5%	7 14%		
Unfavorable impression (1)	59 41%	13 42%	12 44%	11 39%	11 38%	12 41%	22 31%	37 51%F	8 27%	32 40%	19 58%H	41 41%	9 38%	7 47%	2 40%	10 27%	30 52%O	19 39%		

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115765

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 13

W Q7G: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate PHILIP MORRIS.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
		NEW	ATLN	CHIC		ALAM												
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Don't know/Refused	3 2%	1 3%	- -	- -	1 3%	1 3%	- -	3 4%	2 7%	1 1%	- -	1 1%	2 8%	- -	- -	- -	3 5%	- -
Mean	3.4	3.4	3.5	3.5	3.2	3.4	4.3G	2.5	4.0	3.3	3.0	3.4	3.5	3.3	3.6	4.4P	2.9	3.3
Standard Deviation	2.75	2.92	2.79	2.66	2.87	2.66	2.98	2.15	2.62	2.69	2.97	2.75	2.69	2.91	3.29	2.93	2.61	2.62
Standard Error	0.23	0.53	0.54	0.50	0.54	0.50	0.35	0.26	0.49	0.30	0.52	0.28	0.57	0.75	1.47	0.48	0.35	0.37

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415766

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 14

W Q7H: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate H.J. HEINZ.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER			AGE			RACE / ETHNICITY				INCOME		
	TOTAL	NEW	ATLN	CHIC	ALAM	-EDA	MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN-AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+
		JRSEY	-TA	-AGO														
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Favorable impression (10)	24 17%	7 23%	5 19%	1 4%	7 24%	4 14%	6 8%	18 25%	5 17%	14 17%	5 15%	17 17%	5 21%	2 13%	- -	4 11%	10 17%	10 20%
(9)	18 13%	3 10%	6 22%	2 7%	4 14%	3 10%	10 14%	8 11%	2 7%	9 11%	7 21%	11 11%	5 21%	2 13%	- -	7 19%	6 10%	5 10%
(8)	29 20%	4 13%	5 19%	8 29%	6 21%	6 21%	14 19%	15 21%	6 20%	16 20%	7 21%	17 17%	8 33%	4 27%	- -	6 16%	15 26%	8 16%
(7)	22 15%	3 10%	4 15%	7 25%	2 7%	6 21%	10 14%	12 17%	4 13%	14 17%	4 12%	19 19%	1 4%	- -	2 40%	3 8%	11 19%	8 16%
(6)	25 17%	8 26%	2 7%	6 21%	4 14%	5 17%	17 24%	8 11%	8 27%	10 12%	7 21%	18 18%	1 4%	4 27%	2 40%	9 24%	9 16%	7 14%
(5)	19 13%	4 13%	4 15%	2 7%	4 14%	5 17%	10 14%	9 13%	3 10%	13 16%	3 9%	13 13%	3 13%	2 13%	1 20%	6 16%	4 7%	9 18%
(4)	5 3%	1 3%	1 4%	2 7%	1 3%	- -	3 4%	2 3%	1 3%	4 5%	- -	4 4%	- -	1 7%	- -	2 5%	1 2%	2 4%
(3)	1 1%	- -	- -	- -	1 3%	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 2%	- -
Unfavorable impression (1)	1 1%	1 3%	- -	- -	- -	- -	1 1%	- -	1 3%	- -	- -	- -	1 4%	- -	- -	- -	1 2%	- -
Mean	7.3	7.2	7.7	7.0	7.6	7.3	6.9	7.7	7.1	7.3	7.7	7.3	7.8	7.2	6.2	7.1	7.5	7.3
Standard Deviation	1.87	2.21	1.84	1.45	2.08	1.65	1.85	1.81	2.07	1.89	1.61	1.82	2.14	1.90	0.84	1.83	1.88	1.90

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415762

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 14

W Q7H: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate H.J. HEINZ.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP		25K			
TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Error	0.16	0.40	0.35	0.27	0.39	0.31	0.22	0.21	0.38	0.21	0.28	0.18	0.44	0.49	0.37	0.30	0.25	0.27

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115768

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 15

W Q71: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate PROCTOR & GAMBLE.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM		MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+
		JRSEY	-TA	-AGO	DLLAS	-EDA												
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Favorable impression (10)	20 14%	5 16%	2 7%	2 7%	9 31%	2 7%	3 4%	17 24%	2 7%	14 17%	4 12%	17 17%	3 13%	- -	- -	1 3%	12 21%	7 14%
(9)	25 17%	2 6%	8 30%	6 21%	4 14%	5 17%	10 14%	15 21%	7 23%	9 11%	9 27%	14 14%	8 33%	3 20%	- -	11 30%	9 16%	5 10%
(8)	33 23%	6 19%	9 33%	5 18%	5 17%	8 28%	20 28%	13 18%	7 23%	21 26%	5 15%	19 19%	6 25%	5 33%	3 60%	10 27%	11 19%	12 24%
(7)	27 19%	5 16%	4 15%	7 25%	3 10%	8 28%	13 18%	14 19%	5 17%	15 19%	7 21%	22 22%	2 8%	1 7%	2 40%	4 11%	11 19%	12 24%
(6)	17 12%	6 19%	3 11%	2 7%	2 7%	4 14%	11 15%	6 8%	4 13%	7 9%	6 18%	15 15%	1 4%	1 7%	- -	3 8%	6 10%	8 16%
(5)	10 7%	2 6%	- -	3 11%	4 14%	1 3%	6 8%	4 6%	2 7%	6 7%	2 6%	5 5%	1 4%	4 27%	- -	4 11%	3 5%	3 6%
(4)	5 3%	4 13%	- -	1 4%	- -	- -	4 6%	1 1%	- -	5 6%	- -	4 4%	1 4%	- -	- -	1 3%	2 3%	2 4%
(3)	2 1%	- -	- -	2 7%	- -	- -	2 3%	- -	1 3%	1 1%	- -	2 2%	- -	- -	- -	2 5%	- -	- -
(2)	2 1%	- -	- -	- -	2 7%	- -	2 3%	- -	1 3%	1 1%	- -	1 1%	- -	1 7%	- -	1 3%	1 2%	- -
Unfavorable impression (1)	3 2%	1 3%	1 4%	- -	- -	1 3%	1 1%	2 3%	1 3%	2 2%	- -	1 1%	2 8%	- -	- -	- -	3 5%	- -

The Wirthlin Group

Significance Testing at the 95% Confidence Level

6925415769

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 15

W Q71: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate PROCTOR & GAMBLE.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
		NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP		25K		
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.4	6.9	7.8	7.1	7.7	7.4	6.9	7.9F	7.1	7.3	7.8	7.4	7.5	6.8	7.6	7.2	7.4	7.5
Standard Deviation	2.02	2.20	1.75	1.94	2.36	1.74	1.97	1.95	2.21	2.13	1.50	1.94	2.50	2.04	0.55	2.02	2.35	1.60
Standard Error	0.17	0.39	0.34	0.37	0.44	0.32	0.23	0.23	0.40	0.24	0.26	0.19	0.51	0.53	0.24	0.33	0.31	0.23

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115770

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 16

W Q7J: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate LEVER BROTHERS.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	NEW	ATLN	CHIC		ALAM							CAUC-	AFRCN	HISP				
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	25K-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Unfavorable impression (1)	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Mean	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415771



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 17

W Q7A: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate JOHNSON & JOHNSON.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC	ALAM		MALE	FMAL	21-30	31-50	51-70	CAUC-	AFRCN	HISP		<25K	25K		
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA					ASIAN	AMER	-ANIC	OTHER		-49K	50K+	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Favorable impression (10)	37 26%	7 23%	6 22%	5 18%	11 38%	8 28%	10 14%	27 38%F	6 20%	22 27%	9 27%	28 28%	7 29%	2 13%	- -	4 11%	22 38%O	11 22%
(9)	28 19%	5 16%	7 26%	6 21%	7 24%	3 10%	13 18%	15 21%	10 33%I	10 12%	8 24%	17 17%	6 25%	4 27%	1 20%	12 32%P	7 12%	9 18%
(8)	34 24%	11 35%	8 30%	4 14%	3 10%	8 28%	20 28%	14 19%	6 20%	19 23%	9 27%	22 22%	6 25%	5 33%	1 20%	8 22%	15 26%	11 22%
(7)	25 17%	5 16%	3 11%	8 29%	2 7%	7 24%	16 22%	9 13%	3 10%	17 21%	5 15%	19 19%	2 8%	1 7%	3 60%	6 16%	7 12%	12 24%
(6)	7 5%	1 3%	2 7%	3 11%	1 3%	- -	6 8%	1 1%	1 3%	6 7%	- -	7 7%	- -	- -	- -	3 8%	1 2%	3 6%
(5)	8 6%	1 3%	1 4%	1 4%	3 10%	2 7%	6 8%	2 3%	2 7%	4 5%	2 6%	4 4%	2 8%	2 13%	- -	3 8%	3 5%	2 4%
(4)	1 1%	- -	- -	- -	- -	1 3%	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 2%	- -
(2)	1 1%	- -	- -	1 4%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 7%	- -	- -	1 2%	- -
Unfavorable impression (1)	3 2%	1 3%	- -	- -	2 7%	- -	1 1%	2 3%	2 7%	1 1%	- -	2 2%	1 4%	- -	- -	1 3%	1 2%	1 2%
Mean	8.1	8.1	8.3	7.8	8.1	8.1	7.7	8.4F	7.9	8.0	8.5	8.1	8.2	7.7	7.6	7.8	8.3	8.0
Standard Deviation	1.87	1.82	1.36	1.82	2.55	1.65	1.64	2.03	2.32	1.86	1.37	1.81	2.11	2.16	0.89	1.83	2.01	1.73

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415722

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 17

W Q7A: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate JOHNSON & JOHNSON.

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION				GENDER		AGE			RACE / ETHNICITY				INCOME				
	=====				=====		=====			=====				=====				
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP		25K			
TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Error	0.16	0.33	0.26	0.34	0.47	0.31	0.19	0.24	0.42	0.21	0.24	0.18	0.43	0.56	0.40	0.30	0.26	0.25

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415773

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 18

W Q10: If someone asked you to describe Philip Morris, how would you describe them? What do they do or make?

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER			AGE			RACE / ETHNICITY				INCOME		
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+	
		JRSEY	-TA	-AGO														DLLAS
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Philip Morris Is A Successful / Respected Business	8 6%	3 10%	1 4%	2 7%	- -	2 7%	6 8%	2 3%	1 3%	5 6%	2 6%	6 6%	- -	- -	2 40%	2 5%	3 5%	3 6%
Philip Morris Is An Old Established Company	5 3%	2 6%	- -	- -	2 7%	1 3%	2 3%	3 4%	- -	1 1%	4 12%	4 4%	1 4%	- -	- -	1 3%	1 2%	3 6%
Philip Morris Is A Big Company	6 4%	3 10%	1 4%	1 4%	1 3%	- -	5 7%	1 1%	- -	5 6%	1 3%	5 5%	1 4%	- -	- -	2 5%	2 3%	2 4%
Philip Morris Is A Conglomerate / Diversified Company	20 14%	5 16%	4 15%	6 21%	2 7%	3 10%	15 21%	5 7%	2 7%	13 16%	5 15%	17 17%	2 8%	- -	1 20%	1 3%	8 14%	11 22%
Philip Morris Not As Diversified As RJR Nabisco	1 1%	- -	- -	- -	1 3%	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%
Philip Morris Is A Tobacco / Cigarette Company	89 62%	19 61%	23 85%	18 64%	13 45%	16 55%	48 67%	41 57%	15 50%	52 64%	22 67%	64 64%	9 38%	13 87%	3 60%	23 62%	36 62%	30 61%
Philip Morris Makes Things Other Than Cigarettes / Don't Know What It Is	8 6%	2 6%	- -	- -	6 21%	- -	4 6%	4 6%	- -	5 6%	3 9%	7 7%	1 4%	- -	- -	1 3%	4 7%	3 6%
Philip Morris Makes Other Products / Does Other Things	5 3%	- -	1 4%	- -	1 3%	3 10%	1 1%	4 6%	1 3%	4 5%	- -	3 3%	2 8%	- -	- -	2 5%	2 3%	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415774

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 18

W Q10: If someone asked you to describe Philip Morris, how would you describe them? What do they do or make?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER			AGE			RACE / ETHNICITY				INCOME		
	NEW	ATLN	CHIC		ALAM							CAUC-	AFCN	HISP		25K		
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
I Don't Know Who They Are	17 12%	2 6%	1 4%	3 11%	9 31%	2 7%	8 11%	9 13%	9 30% J	8 10%	- -	7 7%	7 29%	3 20%	- -	9 24% PQ	5 9%	3 6%
Philip Morris Has Gone To Other Countries	1 1%	- -	- -	- -	1 3%	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%
Philip Morris Was Well Known In The Past / Don't Hear About Them Anymore	2 1%	- -	- -	- -	1 3%	1 3%	1 1%	1 1%	- -	- -	2 6% J	2 2%	- -	- -	- -	1 3%	- -	1 2%
Philip Morris Company Is In Decline	9 6%	3 10%	1 4%	1 4%	2 7%	2 7%	6 8%	3 4%	2 7%	5 6%	2 6%	7 7%	1 4%	1 7%	- -	1 3%	3 5%	5 10%
Location Of Philip Morris Company	3 2%	2 6%	1 4%	- -	- -	- -	1 1%	2 3%	- -	3 4%	- -	3 3%	- -	- -	- -	- -	1 2%	2 4%
Philip Morris Catalog / Magazine	3 2%	- -	1 4%	1 4%	- -	1 3%	- -	3 4%	1 3%	1 1%	1 3%	2 2%	- -	- -	1 20%	1 3%	1 2%	1 2%
Government Money Goes To Tobacco Companies / Could Be Better Spent	3 2%	1 3%	1 4%	1 4%	- -	- -	2 3%	1 1%	- -	2 2%	1 3%	3 3%	- -	- -	- -	- -	- -	3 6%
Philip Morris / Deceitful / Irresponsible Company	10 7%	2 6%	- -	3 11%	2 7%	3 10%	7 10%	3 4%	- -	7 9%	3 9%	9 9%	- -	- -	1 20%	2 5%	3 5%	5 10%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115725

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 18

W Q10: If someone asked you to describe Philip Morris, how would you describe them? What do they do or make?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	*****					*****		*****			*****				*****			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP			25K		
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Remember Old Cigarette Commercials	8 6%	1 3%	1 4%	-	2 7%	4 14%	3 4%	5 7%	-	6 7%	2 6%	5 5%	1 4%	1 7%	1 20%	1 3%	4 7%	3 6%
Philip Morris Ads Are Low Key	1 1%	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
Cigarette Brands Made By Philip Morris	2 1%	1 3%	-	-	-	1 3%	1 1%	1 1%	1 3%	-	1 3%	2 2%	-	-	-	1 3%	-	1 2%
Philip Morris Markets An Unhealthy Product	23 16%	10 32%	5 19%	4 14%	3 10%	1 3%	8 11%	15 21%	1 3%	14 17%	8 24%	20 20%	2 8%	1 7%	-	2 5%	10 17%	11 22%
Second Hand Smoke	3 2%	1 3%	1 4%	1 4%	-	-	1 1%	2 3%	-	2 2%	1 3%	3 3%	-	-	-	1 3%	1 2%	1 2%
Tobacco Kills / Killers	5 3%	3 10%	-	-	1 3%	1 3%	2 3%	3 4%	1 3%	3 4%	1 3%	3 3%	1 4%	1 7%	-	-	3 5%	2 4%
Rationalize Tobacco Image / Clear Their Conscience	2 1%	1 3%	-	1 4%	-	-	1 1%	1 1%	1 3%	1 1%	-	1 1%	1 4%	-	-	-	1 2%	1 2%
General Negative	8 6%	1 3%	1 4%	1 4%	3 10%	2 7%	1 1%	7 10%	-	7 9%	1 3%	7 7%	1 4%	-	-	-	5 9%	3 6%
General Positive	4 3%	1 3%	3 11%	-	-	-	1 1%	3 4%	-	4 5%	-	3 3%	1 4%	-	-	-	3 5%	1 2%
Don't know/Refused	1 1%	1 3%	-	-	-	-	-	1 1%	1 3%	-	-	-	1 4%	-	-	-	1 2%	-

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115726

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 20

W Q21xa: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Giving employees the authority to make decisions

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+	
		JRSEY	-TA	-AGO														DLLAS
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Least important (10)	6 4%	6 19%	-	-	-	-	4 6%	2 3%	2 7%	4 5%	-	4 4%	1 4%	1 7%	-	1 3%	3 5%	2 4%
(9)	3 2%	3 10%	-	-	-	-	1 1%	2 3%	-	3 4%	-	3 3%	-	-	-	-	-	3 6%
(8)	8 6%	8 26%	-	-	-	-	5 7%	3 4%	1 3%	4 5%	3 9%	5 5%	3 13%	-	-	1 3%	3 5%	4 8%
(7)	3 2%	3 10%	-	-	-	-	1 1%	2 3%	1 3%	1 1%	1 3%	3 3%	-	-	-	-	2 3%	1 2%
(6)	1 1%	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
(5)	2 1%	2 6%	-	-	-	-	1 1%	1 1%	-	1 1%	1 3%	2 2%	-	-	-	-	-	2 4%
(3)	3 2%	3 10%	-	-	-	-	1 1%	2 3%	2 7%	1 1%	-	-	2 8%	1 7%	-	1 3%	1 2%	1 2%
(2)	2 1%	2 6%	-	-	-	-	1 1%	1 1%	-	1 1%	1 3%	1 1%	-	1 7%	-	-	2 3%	-
Most important (1)	3 2%	3 10%	-	-	-	-	2 3%	1 1%	1 3%	2 2%	-	2 2%	-	1 7%	-	-	3 5%	-
Don't know/Refused	113 78%	-	27 100%	28 100%	29 100%	29 100%	55 76%	58 81%	23 77%	63 78%	27 82%	79 79%	18 75%	11 73%	5 100%	34 92%	44 76%	35 71%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025157202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 20

W Q21xa: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Giving employees the authority to make decisions

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	*****					*****		*****			*****				*****			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP		25K			
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.6	6.6	-	-	-	-	6.7	6.4	6.0	6.9	6.3	7.0	6.7	4.0	-	7.0	5.6	7.5
Standard Deviation	3.07	3.07	-	-	-	-	3.18	3.06	3.65	3.16	2.42	2.82	2.94	4.08	-	3.61	3.67	2.07
Standard Error	0.55	0.55	-	-	-	-	0.77	0.82	1.38	0.74	0.99	0.62	1.20	2.04	-	2.08	0.98	0.55

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415778

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 21

W Q21xb: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Being responsive to individuals by providing products they want

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM		MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+
		JRSEY	-TA	-AGO	DLLAS	-EDA												
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Least important (10)	1 1%	1 3%	-	-	-	-	1 1%	-	-	-	1 3%	1 1%	-	-	-	-	-	1 2%
(8)	1 1%	1 3%	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
(7)	2 1%	2 6%	-	-	-	-	2 3%	-	-	2 2%	-	1 1%	1 4%	-	-	1 3%	-	1 2%
(6)	1 1%	1 3%	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
(5)	5 3%	5 16%	-	-	-	-	3 4%	2 3%	4 13%	1 1%	-	1 1%	2 8%	2 13%	-	-	3 5%	2 4%
(4)	5 3%	5 16%	-	-	-	-	4 6%	1 1%	-	4 5%	1 3%	4 4%	1 4%	-	-	-	2 3%	3 6%
(3)	6 4%	6 19%	-	-	-	-	3 4%	3 4%	1 3%	3 4%	2 6%	4 4%	1 4%	1 7%	-	-	5 9%	1 2%
(2)	5 3%	5 16%	-	-	-	-	2 3%	3 4%	1 3%	4 5%	-	3 3%	1 4%	1 7%	-	1 3%	1 2%	3 6%
Most important (1)	5 3%	5 16%	-	-	-	-	2 3%	3 4%	1 3%	2 2%	2 6%	5 5%	-	-	-	1 3%	3 5%	1 2%
Don't know/Refused	113 78%	-	27 100%	28 100%	29 100%	29 100%	55 76%	58 81%	23 77%	63 78%	27 82%	79 79%	18 75%	11 73%	5 100%	34 92%	44 76%	35 71%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

6225145202



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 21

W Q21xb: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Being responsive to individuals by providing products they want

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION				GENDER		AGE			RACE / ETHNICITY				INCOME				
	=====				=====		=====			=====				=====				
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP		25K			
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.7	3.7	-	-	-	-	4.1	3.3	3.7	3.8	3.7	3.6	4.3	3.8	-	3.3	3.1	4.5
Standard Deviation	2.22	2.22	-	-	-	-	2.32	2.09	1.70	2.10	3.33	2.48	1.75	1.50	-	3.21	1.44	2.56
Standard Error	0.40	0.40	-	-	-	-	0.56	0.56	0.64	0.50	1.36	0.54	0.71	0.75	-	1.86	0.38	0.69

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415780

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 22

W Q21xc: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Creating new products

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION										GENDER		AGE			RACE / ETHNICITY				INCOME		
	=====										=====		=====			=====				=====		
	NEW	ATLN	CHIC		ALAM						MALE	FEMALE	21-30	31-50	51-70	CAUC-	AFRCN	HISP		25K		
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA										ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q					
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%				
Least important (10)	1 1%	1 3%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	1 7%	-	-	-	-	-	-	-	1 2%
(9)	5 3%	5 16%	-	-	-	-	2 3%	3 4%	-	4 5%	1 3%	3 3%	2 8%	-	-	1 3%	2 3%	2 4%				
(8)	5 3%	5 16%	-	-	-	-	3 4%	2 3%	3 10%	2 2%	-	2 2%	2 8%	1 7%	-	1 3%	3 5%	1 2%				
(7)	5 3%	5 16%	-	-	-	-	3 4%	2 3%	1 3%	3 4%	1 3%	3 3%	1 4%	1 7%	-	-	3 5%	2 4%				
(6)	5 3%	5 16%	-	-	-	-	3 4%	2 3%	1 3%	4 5%	-	5 5%	-	-	-	-	3 5%	2 4%				
(5)	2 1%	2 6%	-	-	-	-	1 1%	1 1%	1 3%	-	1 3%	2 2%	-	-	-	1 3%	1 2%	-				
(4)	4 3%	4 13%	-	-	-	-	1 1%	3 4%	1 3%	2 2%	1 3%	3 3%	-	1 7%	-	-	1 2%	3 6%				
(3)	2 1%	2 6%	-	-	-	-	2 3%	-	-	1 1%	1 3%	2 2%	-	-	-	-	1 2%	1 2%				
(2)	2 1%	2 6%	-	-	-	-	2 3%	-	-	1 1%	1 3%	1 1%	1 4%	-	-	-	-	2 4%				
Don't know/Refused	113 78%	-	27 100%	28 100%	29 100%	29 100%	55 76%	58 81%	23 77%	63 78%	27 82%	79 79%	18 75%	11 73%	5 100%	34 92%	44 76%	35 71%				

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415781

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 22

W Q21xc: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Creating new products

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM							CAUC-	AFRCN	HISP				
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	25K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.3	6.3	-	-	-	-	5.9	6.9	6.6	6.7	5.0	5.9	7.2	7.3	-	7.3	6.6	5.8
Standard Deviation	2.24	2.24	-	-	-	-	2.34	2.07	1.62	2.28	2.61	2.07	2.64	2.50	-	2.08	1.78	2.67
Standard Error	0.40	0.40	-	-	-	-	0.57	0.55	0.61	0.54	1.06	0.45	1.08	1.25	-	1.20	0.48	0.71

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Significance Testing at the 95% Confidence Level

2025415782

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 23

W Q21xd: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Doing research and development to develop new products

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION				GENDER				AGE				RACE / ETHNICITY				INCOME		
	NEW	ATLN	CHIC	ALAM	MALE	FMAL	21-30	31-50	51-70	CAUC-	AFRCN	HISP	OTHER	<25K	25K	50K+			
	JRSEY	-TA	-AGO	DLLAS	-EDA					ASIAN	AMER	-ANIC			-49K				
	TOTAL																		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q		
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%	
Least important (10)	1 1%	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	-	1 4%	-	-	1 3%	-	-	
(7)	6 4%	6 19%	-	-	-	-	5 7%	1 1%	2 7%	4 5%	-	3 3%	2 8%	1 7%	-	1 3%	3 5%	2 4%	
(6)	4 3%	4 13%	-	-	-	-	2 3%	2 3%	2 7%	2 2%	-	3 3%	1 4%	-	-	1 3%	1 2%	2 4%	
(5)	8 6%	8 26%	-	-	-	-	4 6%	4 6%	-	8 10%	-	7 7%	-	1 7%	-	-	4 7%	4 8%	
(4)	2 1%	2 6%	-	-	-	-	2 3%	-	-	-	2 6%	1 1%	-	1 7%	-	-	2 3%	-	
(3)	4 3%	4 13%	-	-	-	-	-	4 6%	-	2 2%	2 6%	3 3%	1 4%	-	-	-	1 2%	3 6%	
(2)	2 1%	2 6%	-	-	-	-	1 1%	1 1%	1 3%	-	1 3%	1 1%	1 4%	-	-	-	2 3%	-	
Most important (1)	4 3%	4 13%	-	-	-	-	2 3%	2 3%	2 7%	1 1%	1 3%	3 3%	-	1 7%	-	-	1 2%	3 6%	
Don't know/Refused	113 78%	-	27 100%	28 100%	29 100%	29 100%	55 76%	58 81%	23 77%	63 78%	27 82%	79 79%	18 75%	11 73%	5 100%	34 92%	44 76%	35 71%	
Mean	4.6	4.6	-	-	-	-	5.2	3.9	4.3	5.4	2.8	4.4	5.8	4.3	-	7.7	4.5	4.1	
Standard Deviation	2.23	2.23	-	-	-	-	2.36	1.90	2.81	1.94	1.17	1.96	2.93	2.50	-	2.08	1.95	2.14	

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Significance Testing at the 95% Confidence Level

2025415783

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 23

W Q21xd: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Doing research and development to develop new products

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP		25K			
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Error	0.40	0.40	-	-	-	-	0.57	0.51	1.06	0.46	0.48	0.43	1.19	1.25	-	1.20	0.52	0.57

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Significance Testing at the 95% Confidence Level

2025415784

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 24

W Q21xe: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Devoting resources to benefit the communities in which they are located

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FEMALE	21-30	31-50	51-70	CAUC-	AFRCN	HISP	OTHER	<25K	25K	50K+	
		JRSEY	-TA	-AGO	DLLAS						-EDA	ASIAN	AMER			-ANIC		49K
		A	B	C	D						E	F	G			H		I
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
(9)	1 1%	1 3%	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
(8)	3 2%	3 10%	-	-	-	-	1 1%	2 3%	1 3%	2 2%	-	2 2%	1 4%	-	-	-	2 3%	1 2%
(7)	2 1%	2 6%	-	-	-	-	2 3%	-	-	1 1%	1 3%	2 2%	-	-	-	-	1 2%	1 2%
(6)	3 2%	3 10%	-	-	-	-	2 3%	1 1%	-	-	3 9%	1 1%	1 4%	1 7%	-	-	1 2%	2 4%
(5)	2 1%	2 6%	-	-	-	-	1 1%	1 1%	-	1 1%	1 3%	2 2%	-	-	-	-	1 2%	1 2%
(4)	6 4%	6 19%	-	-	-	-	2 3%	4 6%	1 3%	5 6%	-	3 3%	1 4%	2 13%	-	1 3%	2 3%	3 6%
(3)	3 2%	3 10%	-	-	-	-	3 4%	-	-	3 4%	-	3 3%	-	-	-	-	2 3%	1 2%
(2)	7 5%	7 23%	-	-	-	-	4 6%	3 4%	2 7%	4 5%	1 3%	6 6%	-	1 7%	-	1 3%	3 5%	3 6%
Most important (1)	4 3%	4 13%	-	-	-	-	2 3%	2 3%	3 10%	1 1%	-	1 1%	3 13%	-	-	1 3%	2 3%	1 2%
Don't know/Refused	113 78%	-	27 100%	28 100%	29 100%	29 100%	55 76%	58 81%	23 77%	63 78%	27 82%	79 79%	18 75%	11 73%	5 100%	34 92%	44 76%	35 71%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415785

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 24

W Q21xe: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Devoting resources to benefit the communities in which they are located

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP			25K		
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	4.1	4.1	-	-	-	-	3.9	4.3	2.7	4.2	5.3	4.2	3.5	4.0	-	2.3	4.0	4.5
Standard Deviation	2.39	2.39	-	-	-	-	2.23	2.64	2.56	2.36	1.75	2.41	3.02	1.63	-	1.53	2.45	2.44
Standard Error	0.43	0.43	-	-	-	-	0.54	0.71	0.97	0.56	0.71	0.53	1.23	0.82	-	0.88	0.65	0.65

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Significance Testing at the 95% Confidence Level

2025415786

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 25

W Q21xf: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Producing products that are environmentally safe

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP			25K		
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
(9)	1 1%	1 3%	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
(8)	2 1%	2 6%	-	-	-	-	2 3%	-	1 3%	-	1 3%	1 1%	-	1 7%	-	-	1 2%	1 2%
(7)	2 1%	2 6%	-	-	-	-	1 1%	1 1%	1 3%	-	1 3%	2 2%	-	-	-	1 3%	-	1 2%
(6)	1 1%	1 3%	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
(5)	5 3%	5 16%	-	-	-	-	2 3%	3 4%	1 3%	3 4%	1 3%	3 3%	1 4%	1 7%	-	-	3 5%	2 4%
(4)	4 3%	4 13%	-	-	-	-	2 3%	2 3%	2 7%	1 1%	1 3%	2 2%	2 8%	-	-	1 3%	3 5%	-
(3)	4 3%	4 13%	-	-	-	-	2 3%	2 3%	-	4 5%	-	4 4%	-	-	-	-	1 2%	3 6%
(2)	6 4%	6 19%	-	-	-	-	4 6%	2 3%	2 7%	3 4%	1 3%	3 3%	2 8%	1 7%	-	1 3%	3 5%	2 4%
Most important (1)	6 4%	6 19%	-	-	-	-	4 6%	2 3%	-	5 6%	1 3%	4 4%	1 4%	1 7%	-	-	2 3%	4 8%
Don't know/Refused	113 78%	-	27 100%	28 100%	29 100%	29 100%	55 76%	58 81%	23 77%	63 78%	27 82%	79 79%	18 75%	11 73%	5 100%	34 92%	44 76%	35 71%

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Significance Testing at the 95% Confidence Level

2025415787



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 25

W Q21xf: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Producing products that are environmentally safe

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC	ALAM		MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+	
	JRSEY	-TA	-AGO	DLLAS	-EDA													
TOTAL	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.7	3.7	-	-	-	-	3.5	4.1	4.6	3.2	4.5	3.9	3.0	4.0	-	4.3	3.7	3.6
Standard Deviation	2.34	2.34	-	-	-	-	2.40	2.30	2.30	2.18	2.74	2.43	1.55	3.16	-	2.52	2.02	2.73
Standard Error	0.42	0.42	-	-	-	-	0.58	0.62	0.87	0.51	1.12	0.53	0.63	1.58	-	1.45	0.54	0.73

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115788

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 26

W Q21xg: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Providing maximum returns on shareholder investments

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP			25K		
	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Least important (10)	7 5%	7 23%	- -	- -	- -	- -	3 4%	4 6%	3 10%	2 2%	2 6%	4 4%	2 8%	1 7%	- -	1 3%	5 9%	1 2%
(9)	7 5%	7 23%	- -	- -	- -	- -	5 7%	2 3%	1 3%	4 5%	2 6%	6 6%	1 4%	- -	- -	- -	4 7%	3 6%
(8)	6 4%	6 19%	- -	- -	- -	- -	2 3%	4 6%	1 3%	4 5%	1 3%	5 5%	- -	1 7%	- -	1 3%	1 2%	4 8%
(7)	2 1%	2 6%	- -	- -	- -	- -	1 1%	1 1%	- -	2 2%	- -	2 2%	- -	- -	- -	- -	1 2%	1 2%
(6)	1 1%	1 3%	- -	- -	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 2%	- -
(5)	1 1%	1 3%	- -	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	1 4%	- -	- -	1 3%	- -	- -
(4)	2 1%	2 6%	- -	- -	- -	- -	2 3%	- -	- -	2 2%	- -	1 1%	1 4%	- -	- -	- -	1 2%	1 2%
(3)	4 3%	4 13%	- -	- -	- -	- -	2 3%	2 3%	2 7%	2 2%	- -	2 2%	- -	2 13%	- -	- -	1 2%	3 6%
(2)	1 1%	1 3%	- -	- -	- -	- -	- -	1 1%	- -	- -	1 3%	- -	1 4%	- -	- -	- -	- -	1 2%
Don't know/Refused	113 78%	- -	27 100%	28 100%	29 100%	29 100%	55 76%	58 81%	23 77%	63 78%	27 82%	79 79%	18 75%	11 73%	5 100%	34 92%	44 76%	35 71%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415789

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 26

W Q21xg: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Providing maximum returns on shareholder investments

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC	ALAM		MALE	FMALE	21-30	31-50	51-70	CAUC-	AFRCN	HISP	OTHER	25K			
	TOTAL	JRSEY	-TA	-AGO	DLLAS						-EDA	ASIAN	AMER		-ANIC	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.4	7.4	-	-	-	-	7.2	7.5	7.6	7.1	8.0	7.8	6.7	6.0	-	7.7	8.1	6.5
Standard Deviation	2.61	2.61	-	-	-	-	2.54	2.79	3.21	2.34	3.03	2.16	3.44	3.56	-	2.52	2.32	2.82
Standard Error	0.47	0.47	-	-	-	-	0.62	0.75	1.21	0.55	1.24	0.47	1.41	1.78	-	1.45	0.62	0.75

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415790

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 27

W Q21xh: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Selling their products worldwide

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM		MALE	FEMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	INCOME		
		JRSEY	-TA	-AGO	DLLAS	-EDA										<25K	25K -49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Least important (10)	12 8%	12 39%	-	-	-	-	6 8%	6 8%	1 3%	9 11%	2 6%	10 10%	2 8%	-	-	-	5 9%	7 14%
(9)	8 6%	8 26%	-	-	-	-	5 7%	3 4%	4 13%	2 2%	2 6%	4 4%	2 8%	2 13%	-	2 5%	4 7%	2 4%
(8)	3 2%	3 10%	-	-	-	-	2 3%	1 1%	-	2 2%	1 3%	2 2%	-	1 7%	-	-	2 3%	1 2%
(7)	2 1%	2 6%	-	-	-	-	-	2 3%	-	1 1%	1 3%	2 2%	-	-	-	-	-	2 4%
(6)	3 2%	3 10%	-	-	-	-	2 3%	1 1%	1 3%	2 2%	-	1 1%	1 4%	1 7%	-	-	1 2%	2 4%
(4)	1 1%	1 3%	-	-	-	-	-	1 1%	1 3%	-	-	1 1%	-	-	-	-	1 2%	-
(2)	1 1%	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
Most important (1)	1 1%	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	-	1 4%	-	-	1 3%	-	-
Don't know/Refused	113 78%	-	27 100%	28 100%	29 100%	29 100%	55 76%	58 81%	23 77%	63 78%	27 82%	79 79%	18 75%	11 73%	5 100%	34 92%	44 76%	35 71%
Mean	8.2	8.2	-	-	-	-	8.0	8.5	8.0	8.1	8.8	8.5	7.5	8.0	-	6.3	8.1	8.7
Standard Deviation	2.38	2.38	-	-	-	-	2.76	1.87	2.16	2.78	1.17	2.20	3.51	1.41	-	4.62	2.48	1.59

The Wirthlin Group

Significance Testing at the 95% Confidence Level

1625145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 27

W Q21xh: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Selling their products worldwide

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP		25K			
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Error	0.43	0.43	-	-	-	-	0.67	0.50	0.82	0.66	0.48	0.48	1.43	0.71	-	2.67	0.66	0.42

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415792

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 28

W Q21xi: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Being financially successful

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY					INCOME		
	=====					=====		=====			=====					=====		
	NEW	ATLN	CHIC	ALAM		MALE	FEMALE	21-30	31-50	51-70	CAUC-	AFRCN	HISP			25K		
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA						ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Least important (10)	3 2%	3 10%	- -	- -	- -	- -	2 3%	1 1%	1 3%	1 1%	1 3%	2 2%	- -	1 7%	- -	- -	1 2%	2 4%
(9)	3 2%	3 10%	- -	- -	- -	- -	1 1%	2 3%	1 3%	1 1%	1 3%	2 2%	- -	1 7%	- -	- -	3 5%	- -
(8)	3 2%	3 10%	- -	- -	- -	- -	2 3%	1 1%	- -	3 4%	- -	3 3%	- -	- -	- -	- -	2 3%	1 2%
(7)	6 4%	6 19%	- -	- -	- -	- -	1 1%	5 7%	2 7%	3 4%	1 3%	2 2%	2 8%	2 13%	- -	- -	3 5%	3 6%
(6)	5 3%	5 16%	- -	- -	- -	- -	3 4%	2 3%	1 3%	2 2%	2 6%	4 4%	1 4%	- -	- -	1 3%	2 3%	2 4%
(5)	2 1%	2 6%	- -	- -	- -	- -	2 3%	- -	- -	2 2%	- -	2 2%	- -	- -	- -	- -	1 2%	1 2%
(4)	3 2%	3 10%	- -	- -	- -	- -	1 1%	2 3%	2 7%	1 1%	- -	2 2%	1 4%	- -	- -	1 3%	1 2%	1 2%
(3)	2 1%	2 6%	- -	- -	- -	- -	2 3%	- -	- -	1 1%	1 3%	2 2%	- -	- -	- -	- -	1 2%	1 2%
(2)	2 1%	2 6%	- -	- -	- -	- -	1 1%	1 1%	- -	2 2%	- -	1 1%	1 4%	- -	- -	1 3%	- -	1 2%
Most important (1)	2 1%	2 6%	- -	- -	- -	- -	2 3%	- -	- -	2 2%	- -	1 1%	1 4%	- -	- -	- -	- -	2 4%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415793

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 28

W Q21xi: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Being financially successful

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
		NEW	ATLN	CHIC	ALAM							CAUC-	AFRCN	HISP		25K		
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Don't know/Refused	113 78%	- -	27 100%	28 100%	29 100%	29 100%	55 76%	58 81%	23 77%	63 78%	27 82%	79 79%	18 75%	11 73%	5 100%	34 92%	44 76%	35 71%
Mean	6.0	6.0	-	-	-	-	5.5	6.6	6.7	5.5	6.8	6.0	4.5	8.3	-	4.0	7.0	5.5
Standard Deviation	2.63	2.63	-	-	-	-	2.92	2.17	2.29	2.79	2.48	2.58	2.59	1.50	-	2.00	2.04	2.98
Standard Error	0.47	0.47	-	-	-	-	0.71	0.58	0.87	0.66	1.01	0.56	1.06	0.75	-	1.15	0.54	0.80

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415794

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 29

W Q21xj: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Having a reputation for integrity

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN-AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+	
		JRSEY	-TA	-AGO	DLLAS													-EDA
		A	B	C	D													E
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
(9)	3 2%	3 10%	-	-	-	-	3 4%	-	1 3%	2 2%	-	1 1%	1 4%	1 7%	-	-	1 2%	2 4%
(7)	1 1%	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
(6)	6 4%	6 19%	-	-	-	-	2 3%	4 6%	2 7%	3 4%	1 3%	3 3%	1 4%	2 13%	-	-	4 7%	2 4%
(5)	4 3%	4 13%	-	-	-	-	2 3%	2 3%	1 3%	1 1%	2 6%	2 2%	2 8%	-	-	1 3%	1 2%	2 4%
(4)	4 3%	4 13%	-	-	-	-	3 4%	1 1%	-	3 4%	1 3%	4 4%	-	-	-	-	1 2%	3 6%
(3)	3 2%	3 10%	-	-	-	-	2 3%	1 1%	2 7%	1 1%	-	1 1%	2 8%	-	-	2 5%	1 2%	-
(2)	4 3%	4 13%	-	-	-	-	2 3%	2 3%	1 3%	3 4%	-	4 4%	-	-	-	-	2 3%	2 4%
Most important (1)	6 4%	6 19%	-	-	-	-	2 3%	4 6%	-	4 5%	2 6%	5 5%	-	1 7%	-	-	3 5%	3 6%
Don't know/Refused	113 78%	-	27 100%	28 100%	29 100%	29 100%	55 76%	58 81%	23 77%	63 78%	27 82%	79 79%	18 75%	11 73%	5 100%	34 92%	44 76%	35 71%
Mean	4.2	4.2	-	-	-	-	4.7	3.5	4.9	4.1	3.7	3.6	5.2	5.5	-	3.7	4.2	4.2
Standard Deviation	2.48	2.48	-	-	-	-	2.66	2.14	2.41	2.67	2.16	2.31	2.23	3.32	-	1.15	2.58	2.69

The Wirthlin Group

Significance Testing at the 95% Confidence Level

202515795



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

W Q21xj: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Table 29

Having a reputation for integrity

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## NEW JERSEY ONLY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP		25K			
TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Error	0.45	0.45	-	-	-	0.65	0.57	0.91	0.63	0.88	0.50	0.91	1.66	-	0.67	0.69	0.72	

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415796

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 30

W Q15A: Philip Morris companies include Kraft, General Foods, Oscar Meyer, Miller Beers, Entemans, Louis Rich and several other food companies. Knowing that, how would you now rate Philip Morris on the 10 point scale where 1 means you have an unfavorable impression and 10 means you have a favorable impression of the company? And what about Kraft, how would you now rate them?

## PHILIP MORRIS

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM							CAUC-	AFRCN	HISP				
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	25K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Favorabel impression (10)	26 18%	6 19%	2 7%	2 7%	11 38%	5 17%	12 17%	14 19%	9 30%	12 15%	5 15%	15 15%	7 29%	4 27%	- -	11 30%	8 14%	7 14%
(9)	15 10%	2 6%	4 15%	6 21%	2 7%	1 3%	9 13%	6 8%	4 13%	8 10%	3 9%	10 10%	3 13%	1 7%	1 20%	4 11%	9 16%	2 4%
(8)	15 10%	3 10%	2 7%	2 7%	6 21%	2 7%	9 13%	6 8%	2 7%	12 15%	1 3%	10 10%	3 13%	2 13%	- -	6 16%	6 10%	3 6%
(7)	14 10%	2 6%	1 4%	6 21%	2 7%	3 10%	5 7%	9 13%	4 13%	6 7%	4 12%	10 10%	2 8%	1 7%	1 20%	4 11%	2 3%	8 16XP
(6)	5 3%	- -	2 7%	2 7%	- -	1 3%	3 4%	2 3%	1 3%	2 2%	2 6%	4 4%	- -	1 7%	- -	3 8%	1 2%	1 2%
(5)	18 13%	4 13%	4 15%	3 11%	3 10%	4 14%	9 13%	9 13%	- -	12 15% H	6 18% H	16 16%	1 4%	- -	1 20%	4 11%	5 9%	9 18%
(4)	4 3%	1 3%	3 11%	- -	- -	- -	3 4%	1 1%	2 7%	2 2%	- -	3 3%	- -	1 7%	- -	- -	2 3%	2 4%
(3)	6 4%	1 3%	1 4%	2 7%	- -	2 7%	4 6%	2 3%	2 7%	3 4%	1 3%	5 5%	- -	1 7%	- -	- -	2 3%	4 8%
(2)	10 7%	3 10%	1 4%	- -	3 10%	3 10%	5 7%	5 7%	2 7%	7 9%	1 3%	8 8%	- -	1 7%	1 20%	1 3%	4 7%	5 10%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

262515202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 30

W Q15A: Philip Morris companies include Kraft, General Foods, Oscar Meyer, Miller Beers, Entemans, Louis Rich and several other food companies. Knowing that, how would you now rate Philip Morris on the 10 point scale where 1 means you have an unfavorable impression and 10 means you have a favorable impression of the company? And what about Kraft, how would you now rate them?

## PHILIP MORRIS

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER			AGE			RACE / ETHNICITY				INCOME		
	NEW	ATLN	CHIC		ALAM							CAUC-	AFRCN	HISP		25K		
TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unfavorable impression (1)	25 17%	3 10%	7 26%	5 18%	2 7%	8 28%	9 13%	16 22%	2 7%	14 17%	9 27%	15 15%	6 25%	3 20%	1 20%	4 11%	15 26%	6 12%
Don't know/Refused	6 4%	6 19%	- -	- -	- -	- -	4 6%	2 3%	2 7%	3 4%	1 3%	4 4%	2 8%	- -	- -	- -	4 7%	2 4%
Mean	5.9	6.1	5.0	6.1	7.3	4.9	6.1	5.7	7.0	5.7	5.3	5.8	6.6	6.0	4.8	7.2	5.4	5.4
Standard Deviation	3.30	3.34	3.20	3.02	3.10	3.46	3.18	3.44	3.17	3.27	3.38	3.16	3.75	3.64	3.35	2.92	3.59	3.01
Standard Error	0.28	0.67	0.62	0.57	0.58	0.64	0.39	0.41	0.60	0.37	0.60	0.32	0.80	0.94	1.50	0.48	0.49	0.44

The Wirthlin Group

Significance Testing at the 95% Confidence Level

8625155202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 31

W Q15B: Philip Morris companies include Kraft, General Foods, Oscar Meyer, Miller Beers, Entemans, Louis Rich and several other food companies. Knowing that, how would you now rate Philip Morris on the 10 point scale where 1 means you have an unfavorable impression and 10 means you have a favorable impression of the company? And what about Kraft, how would you now rate them?

## KRAFT

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION				GENDER		AGE			RACE / ETHNICITY				INCOME				
	TOTAL	NEW	ATLN	CHIC	ALAM	-EDA	MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN-AMER	HISP	OTHER	<25K	25K	50K+
		JRSEY	-TA	-AGO	DLLAS									-ED			-ANIC	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Favorabel impression (10)	36 25%	4 13%	9 33%	5 18%	13 45%	5 17%	14 19%	22 31%	8 27%	20 25%	8 24%	26 26%	7 29%	3 20%	- -	7 19%	17 29%	12 24%
(9)	22 15%	5 16%	3 11%	5 18%	5 17%	4 14%	9 13%	13 18%	4 13%	12 15%	6 18%	13 13%	5 21%	3 20%	1 20%	5 14%	12 21%	5 10%
(8)	31 22%	9 29%	6 22%	9 32%	4 14%	3 10%	21 29%	10 14%	7 23%	17 21%	7 21%	23 23%	5 21%	2 13%	1 20%	11 30%	7 12%	13 27%
(7)	24 17%	3 10%	5 19%	6 21%	3 10%	7 24%	8 11%	16 22%	2 7%	16 20%	6 18%	20 20%	- -	2 13%	2 40%	5 14%	10 17%	9 18%
(6)	6 4%	2 6%	1 4%	- -	1 3%	2 7%	4 6%	2 3%	4 13%	2 2%	- -	2 2%	2 8%	1 7%	1 20%	3 8%	1 2%	2 4%
(5)	6 4%	- -	1 4%	- -	2 7%	3 10%	5 7%	1 1%	1 3%	4 5%	1 3%	3 3%	1 4%	2 13%	- -	3 8%	2 3%	1 2%
(4)	8 6%	2 6%	1 4%	2 7%	- -	3 10%	6 8%	2 3%	2 7%	3 4%	3 9%	6 6%	- -	2 13%	- -	2 5%	3 5%	3 6%
(3)	2 1%	- -	- -	- -	- -	2 7%	1 1%	1 1%	- -	2 2%	- -	1 1%	1 4%	- -	- -	1 3%	1 2%	- -
(2)	2 1%	- -	- -	1 4%	1 3%	- -	- -	2 3%	- -	2 2%	- -	1 1%	1 4%	- -	- -	- -	1 2%	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

6625145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 31

W Q15B: Philip Morris companies include Kraft, General Foods, Oscar Meyer, Miller Beers, Entemans, Louis Rich and several other food companies. Knowing that, how would you now rate Philip Morris on the 10 point scale where 1 means you have an unfavorable impression and 10 means you have a favorable impression of the company? And what about Kraft, how would you now rate them?

## KRAFT

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	NEW	ATLN	CHIC		ALAM							CAUC-	AFRCN	HISP		25K		
TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Unfavorable impression (1)	1 1%	- -	1 4%	- -	- -	- -	- -	1 1%	- -	- -	1 3%	1 1%	- -	- -	- -	- -	- -	1 2%
Don't know/Refused	6 4%	6 19%	- -	- -	- -	- -	4 6%	2 3%	2 7%	3 4%	1 3%	4 4%	2 8%	- -	- -	- -	4 7%	2 4%
Mean	7.8	7.9	8.0	7.8	8.5	7.0	7.7	8.0	8.0	7.8	7.8	7.9	8.0	7.4	7.4	7.6	8.1	7.7
Standard Deviation	2.03	1.63	2.17	1.91	1.99	2.21	1.92	2.13	1.88	2.04	2.19	1.99	2.30	2.16	1.14	1.89	2.04	2.13
Standard Error	0.17	0.33	0.42	0.36	0.37	0.41	0.23	0.25	0.35	0.23	0.39	0.20	0.49	0.56	0.51	0.31	0.28	0.31

The Wirthlin Group

Significance Testing at the 95% Confidence Level

0085145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 32

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME				
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+		
		JRSEY	-TA	-AGO														DLLAS	-EDA
		A	B	C														D	E
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%	
'004' ATT	7 5%	1 3%	4 15%	-	-	2 7%	3 4%	4 6%	2 7%	4 5%	1 3%	3 3%	1 4%	1 7%	2 40%	2 5%	4 7%	1 2%	
'007' Ameri-Cad	1 1%	-	-	-	1 3%	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 2%	-	
'008' American Airlines	1 1%	-	-	-	1 3%	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	1 3%	-	-	
'010' Amway	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	1 3%	1 1%	-	-	-	-	-	1 2%	
'011' Anheiser Busch	1 1%	1 3%	-	-	-	-	-	1 1%	1 3%	-	-	1 1%	-	-	-	1 3%	-	-	
'012' Apple Computer	2 1%	-	1 4%	-	-	1 3%	1 1%	1 1%	-	2 2%	-	2 2%	-	-	-	-	1 2%	1 2%	
'014' Bank Of America	1 1%	-	-	-	-	1 3%	1 1%	-	-	1 1%	-	-	-	-	1 20%	-	1 2%	-	
'015' Baxter	1 1%	-	-	1 4%	-	-	-	1 1%	-	1 1%	-	-	1 4%	-	-	-	-	1 2%	
'017' Bell South	2 1%	-	2 7%	-	-	-	1 1%	1 1%	1 3%	1 1%	-	2 2%	-	-	-	1 3%	1 2%	-	
'018' Bell Telephone	1 1%	1 3%	-	-	-	-	1 1%	-	-	-	1 3%	1 1%	-	-	-	-	-	1 2%	
'019' Ben & Gerry's Ice Cream	1 1%	-	-	1 4%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 2%	

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415801

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 32

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME				
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+		
		JRSEY	-TA	-AGO														DLLAS	-EDA
		A	B	C														D	E
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%	
'023' Bordens	1 1%	- -	- -	- -	- -	1 3%	1 1%	- -	- -	- -	1 3%	1 1%	- -	- -	- -	- -	1 2%	- -	
'031' Chicago Transit Authority	1 1%	- -	- -	1 4%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	1 4%	- -	- -	- -	1 2%	- -	
'032' Chrysler	2 1%	1 3%	- -	- -	- -	1 3%	1 1%	1 1%	1 3%	1 1%	- -	2 2%	- -	- -	- -	1 3%	1 2%	- -	
'033' Citibank	1 1%	- -	- -	- -	1 3%	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%	
'034' Clorox	1 1%	- -	- -	- -	- -	1 3%	- -	1 1%	- -	1 1%	- -	- -	1 4%	- -	- -	1 3%	- -	- -	
'035' Coca-Cola	12 8%	- -	8 30%	1 4%	3 10%	- -	8 11%	4 6%	2 7%	8 10%	2 6%	10 10%	- -	2 13%	- -	3 8%	1 2%	8 16%	
'037' Cooper Lybrynth	1 1%	- -	1 4%	- -	- -	- -	- -	1 1%	- -	- -	1 3%	1 1%	- -	- -	- -	- -	1 2%	- -	
'038' Corn Products Company	1 1%	1 3%	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%	
'040' DFW Airport	1 1%	- -	- -	- -	1 3%	- -	1 1%	- -	- -	1 1%	- -	- -	1 4%	- -	- -	- -	1 2%	- -	
'042' Decatur Federal	1 1%	- -	1 4%	- -	- -	- -	1 1%	- -	1 3%	- -	- -	1 1%	- -	- -	- -	1 3%	- -	- -	
'043' Delta	1 1%	- -	1 4%	- -	- -	- -	1 1%	- -	- -	- -	1 3%	1 1%	- -	- -	- -	1 3%	- -	- -	

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2085175202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 32

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FEMALE	21-30	31-50	51-70	CAUC-	AFRCN	HISP	OTHER	<25K	25K	50K+	
		JRSEY	-TA	-AGO														DLLAS
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'046' EDS	1 1%	-	-	-	1 3%	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	1 3%	-	-
'050' Ford	2 1%	1 3%	-	-	1 3%	-	1 1%	1 1%	1 3%	-	1 3%	-	1 4%	1 7%	-	-	2 3%	-
'052' Freeman Olds and Mazda	1 1%	-	-	-	1 3%	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
'054' General Electric	3 2%	-	-	2 7%	-	1 3%	2 3%	1 1%	-	1 1%	2 6%	2 2%	1 4%	-	-	1 3%	1 2%	1 2%
'055' General Motors	3 2%	-	-	1 4%	-	2 7%	2 3%	1 1%	1 3%	2 2%	-	1 1%	-	2 13%	-	2 5%	-	1 2%
'057' General Mills	2 1%	-	-	2 7%	-	-	-	2 3%	-	2 2%	-	1 1%	-	1 7%	-	-	1 2%	1 2%
'059' Glaxo	1 1%	1 3%	-	-	-	-	1 1%	-	-	-	1 3%	1 1%	-	-	-	-	1 2%	-
'063' Hershey	1 1%	-	-	-	1 3%	-	1 1%	-	1 3%	-	-	-	1 4%	-	-	1 3%	-	-
'065' Hewlett Packard	3 2%	-	-	-	-	3 10%	2 3%	1 1%	-	1 1%	2 6%	3 3%	-	-	-	-	1 2%	2 4%
'067' Home Depot	1 1%	1 3%	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
'068' Honda	1 1%	-	-	-	1 3%	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	1 2%	-

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415803



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 32

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM							CAUC-	AFRCN	HISP		25K		
TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'071' IBM	9 6%	4 13%	-	1 4%	1 3%	3 10%	6 8%	3 4%	2 7%	5 6%	2 6%	7 7%	-	2 13%	-	-	5 9%	4 8%
'072' ITT	1 1%	-	-	-	1 3%	-	1 1%	-	-	-	1 3%	1 1%	-	-	-	1 3%	-	-
'077' Johnson & Johnson	7 5%	3 10%	-	1 4%	2 7%	1 3%	1 1%	6 8%	2 7%	3 4%	2 6%	5 5%	2 8%	-	-	2 5%	4 7%	1 2%
'078' Johnsons Publishing Co.	1 1%	-	-	-	-	1 3%	-	1 1%	-	1 1%	-	-	1 4%	-	-	-	1 2%	-
'083' Kenmore	1 1%	-	-	-	-	1 3%	-	1 1%	-	1 1%	-	-	1 4%	-	-	-	1 2%	-
'085' Kraft	10 7%	2 6%	2 7%	2 7%	2 7%	2 7%	2 3%	8 11%	-	6 7%	4 12%	9 9%	1 4%	-	-	2 5%	5 9%	3 6%
'096' Malms Car Wax	1 1%	-	-	1 4%	-	-	1 1%	-	1 3%	-	-	1 1%	-	-	-	1 3%	-	-
'099' Mary Kay Cosmetics	1 1%	-	-	-	-	1 3%	-	1 1%	-	-	1 3%	-	-	-	1 20%	-	1 2%	-
'101' McDonalds	2 1%	-	1 4%	-	1 3%	-	1 1%	1 1%	1 3%	1 1%	-	2 2%	-	-	-	1 3%	-	1 2%
'103' Merrill Lynch	1 1%	-	1 4%	-	-	-	-	1 1%	-	1 1%	-	-	1 4%	-	-	-	1 2%	-
'105' Miller Brewing	1 1%	-	-	1 4%	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	1 3%	-	-

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415804

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 32

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW JRSEY	ATLN -TA	CHIC -AGO	DLLAS	ALAM -EDA	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'113' Nike	1 1%	- -	- -	1 4%	- -	- -	1 1%	- -	1 3%	- -	- -	- -	1 4%	- -	- -	1 3%	- -	- -
'114' Nordstroms	1 1%	- -	- -	1 4%	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%
'115' One Dallas Center	1 1%	- -	- -	- -	1 3%	- -	1 1%	- -	- -	1 1%	- -	- -	- -	1 7%	- -	1 3%	- -	- -
'120' Pepsi	1 1%	1 3%	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 7%	- -	- -	- -	1 2%
'121' Pepsico	1 1%	- -	- -	- -	1 3%	- -	1 1%	- -	- -	1 1%	- -	- -	- -	1 7%	- -	1 3%	- -	- -
'124' Phillip Morris	5 3%	3 10%	- -	1 4%	1 3%	- -	2 3%	3 4%	- -	3 4%	2 6%	2 2%	3 13%	- -	- -	2 5%	1 2%	2 4%
'125' Pioneer Stereos	1 1%	- -	- -	1 4%	- -	- -	1 1%	- -	1 3%	- -	- -	1 1%	- -	- -	- -	1 3%	- -	- -
'126' Pizza Hut	1 1%	- -	- -	- -	- -	1 3%	- -	1 1%	1 3%	- -	- -	1 1%	- -	- -	- -	- -	1 2%	- -
'127' Proctor & Gamble	1 1%	- -	- -	- -	1 3%	- -	- -	1 1%	- -	- -	1 3%	- -	1 4%	- -	- -	- -	1 2%	- -
'128' Prudential	1 1%	1 3%	- -	- -	- -	- -	1 1%	- -	1 3%	- -	- -	- -	- -	1 7%	- -	- -	- -	1 2%
'132' Royal Arts & Crafts	1 1%	- -	1 4%	- -	- -	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 2%	- -

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415805

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 32

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	NEW	ATLN	CHIC		ALAM							CAUC-	AFRCN	HISP		25K		
	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+	
	TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'136' Sears	3 2%	- -	- -	1 4%	2 7%	- -	2 3%	1 1%	1 3%	1 1%	1 3%	2 2%	1 4%	- -	- -	1 3%	1 2%	1 2%
'138' Sony	1 1%	- -	- -	1 4%	- -	- -	1 1%	- -	1 3%	- -	- -	- -	- -	1 7%	- -	- -	1 2%	- -
'140' Southwest Airlines	1 1%	- -	- -	- -	1 3%	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%
'143' The Gap	1 1%	- -	- -	1 4%	- -	- -	1 1%	- -	1 3%	- -	- -	1 1%	- -	- -	- -	1 3%	- -	- -
'144' Tom's Toothpaste	1 1%	- -	- -	- -	- -	1 3%	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 2%	- -
'145' Tommy Ray Record Co.	1 1%	1 3%	- -	- -	- -	- -	1 1%	- -	1 3%	- -	- -	- -	1 4%	- -	- -	1 3%	- -	- -
'146' Toyota	1 1%	- -	- -	- -	- -	1 3%	1 1%	- -	- -	- -	1 3%	1 1%	- -	- -	- -	- -	1 2%	- -
'147' Tylenol	1 1%	- -	- -	- -	1 3%	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%
'150' Volvo	1 1%	- -	- -	- -	- -	1 3%	- -	1 1%	1 3%	- -	- -	1 1%	- -	- -	- -	- -	- -	1 2%
'151' Wal Mart	5 3%	1 3%	1 4%	1 4%	1 3%	1 3%	3 4%	2 3%	- -	4 5%	1 3%	4 4%	- -	1 7%	- -	1 3%	3 5%	1 2%
'152' Walgreens	1 1%	- -	- -	1 4%	- -	- -	- -	1 1%	- -	- -	1 3%	1 1%	- -	- -	- -	- -	- -	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415806

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 32

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME				
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN-AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+		
		JRSEY	-TA	-AGO														DLLAS	-EDA
		A	B	C														D	E
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%	
'155' West Vaco	1 1%	- -	1 4%	- -	- -	- -	1 1%	- -	1 3%	- -	- -	1 1%	- -	- -	- -	- -	- -	1 2%	
'159' Xerox	1 1%	1 3%	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%	
'162' NUMIS	1 1%	- -	- -	- -	- -	1 3%	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 2%	- -	
'164' Kodak	1 1%	- -	- -	1 4%	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 2%	- -	
Don't know/Refused	12 8%	6 19%	1 4%	3 11%	1 3%	1 3%	6 8%	6 8%	3 10%	7 9%	2 6%	8 8%	3 13%	- -	1 20%	2 5%	4 7%	6 12%	

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415307

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 33

W Q19B: What other companies come to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+	
		JRSEY	-TA	-AGO														DLLAS
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'001' 3-M	1 1%	- -	- -	1 4%	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 3%	- -	- -
'002' A&P Future Store	1 1%	- -	1 4%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%
'003' ART Plumbing Co.	1 1%	- -	1 4%	- -	- -	- -	1 1%	- -	1 3%	- -	- -	1 1%	- -	- -	- -	1 3%	- -	- -
'004' ATT	9 6%	4 13%	- -	2 7%	2 7%	1 3%	6 8%	3 4%	1 3%	5 6%	3 9%	8 8%	- -	1 7%	- -	1 3%	4 7%	4 8%
'005' Acme Bakery	1 1%	- -	- -	- -	- -	1 3%	1 1%	- -	- -	- -	1 3%	1 1%	- -	- -	- -	- -	1 2%	- -
'006' Albertsons	1 1%	- -	- -	- -	- -	1 3%	- -	1 1%	- -	1 1%	- -	- -	- -	1 7%	- -	1 3%	- -	- -
'009' American Home Products	1 1%	1 3%	- -	- -	- -	- -	1 1%	- -	- -	- -	1 3%	1 1%	- -	- -	- -	- -	1 2%	- -
'010' Amway	2 1%	1 3%	- -	- -	1 3%	- -	- -	2 3%	1 3%	1 1%	- -	- -	1 4%	1 7%	- -	1 3%	- -	1 2%
'011' Anheiser Busch	8 6%	1 3%	1 4%	- -	3 10%	3 10%	5 7%	3 4%	1 3%	4 5%	3 9%	6 6%	2 8%	- -	- -	2 5%	1 2%	5 10%
'012' Apple Computer	1 1%	- -	- -	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	- -	- -	1 7%	- -	- -	- -	1 2%
'013' Avon	2 1%	- -	- -	2 7%	- -	- -	- -	2 3%	- -	1 1%	1 3%	1 1%	1 4%	- -	- -	- -	1 2%	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

8035145802

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 33

W Q198: What other companies come to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER			AGE			RACE / ETHNICITY				INCOME		
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC-	AFRCN	HISP	OTHER	<25K	25K	50K+	
		JRSEY	-TA	-AGO	DLLAS						-EDA	ASIAN	AMER			-ANIC		-49K
		A	B	C	D						E	F	G			H		I
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'016' Bell Labs	1 1%	-	-	-	-	1 3%	1 1%	-	-	-	1 3%	1 1%	-	-	-	-	-	1 2%
'019' Ben & Gerry's Ice Cream	1 1%	-	-	-	-	1 3%	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
'020' Benahm	1 1%	-	-	-	-	1 3%	1 1%	-	-	-	1 3%	1 1%	-	-	-	-	1 2%	-
'021' Boeing Aircraft	1 1%	-	-	-	1 3%	-	1 1%	-	-	-	1 3%	1 1%	-	-	-	1 3%	-	-
'022' Bogner	1 1%	-	-	-	-	1 3%	-	1 1%	1 3%	-	-	1 1%	-	-	-	-	-	1 2%
'024' Bristol Meyers Squibb	1 1%	-	-	1 4%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 3%	-	-
'025' Butternut	1 1%	-	-	1 4%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
'026' Campbell	1 1%	-	-	-	-	1 3%	1 1%	-	-	-	1 3%	1 1%	-	-	-	1 3%	-	-
'027' Carnation	1 1%	-	-	-	-	1 3%	-	1 1%	1 3%	-	-	1 1%	-	-	-	-	1 2%	-
'028' Carrier Air Conditioning	1 1%	-	-	-	1 3%	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
'029' Carson Perry Scott	1 1%	-	-	1 4%	-	-	1 1%	-	1 3%	-	-	-	1 4%	-	-	-	1 2%	-

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115809

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 33

W Q19B: What other companies come to mind?

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC-	AFRCN	HISP	OTHER	<25K	25K	50K+	
		JRSEY	-TA	-AGO	DLLAS						-EDA	ASIAN	AMER			-ANIC		
		A	B	C	D						E	F	G			H		I
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'030' Chevron	1 1%	-	-	-	-	1 3%	-	1 1%	-	1 1%	-	-	1 4%	-	-	1 3%	-	-
'032' Chrysler	1 1%	-	-	-	-	1 3%	1 1%	-	1 3%	-	-	-	1 7%	-	-	1 3%	-	-
'034' Clorox	1 1%	-	-	-	-	1 3%	1 1%	-	-	-	1 3%	1 1%	-	-	-	-	1 2%	-
'035' Coca-Cola	6 4%	3 10%	2 7%	-	-	1 3%	3 4%	3 4%	3 10%	3 4%	-	3 3%	2 8%	1 7%	-	-	5 9%	1 2%
'036' Compaq	2 1%	1 3%	-	-	-	1 3%	1 1%	1 1%	-	1 1%	1 3%	2 2%	-	-	-	1 3%	-	1 2%
'039' Corning	1 1%	-	-	1 4%	-	-	-	1 1%	-	1 1%	-	-	1 4%	-	-	1 3%	-	-
'041' Dayton-Hudson	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	1 3%	1 1%	-	-	-	-	-	1 2%
'043' Delta	5 3%	-	5 19%	-	-	-	4 6%	1 1%	-	4 5%	1 3%	5 5%	-	-	-	1 3%	1 2%	3 6%
'044' Disney	2 1%	1 3%	1 4%	-	-	-	2 3%	-	1 3%	1 1%	-	1 1%	1 4%	-	-	1 3%	-	1 2%
'045' DuPont	1 1%	-	-	1 4%	-	-	-	1 1%	-	1 1%	-	-	1 4%	-	-	1 3%	-	-
'047' Entemans	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	1 3%	1 1%	-	-	-	1 3%	-	-

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115810

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 33

W Q19B: What other companies come to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	NEW	ATLN	CHIC		ALAM													
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	CAUC-ASIAN	AFRCN AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'048' Esprit	1 1%	-	-	-	-	1 3%	-	1 1%	1 3%	-	-	1 1%	-	-	-	-	-	1 2%
'049' Federal Express	3 2%	-	2 7%	1 4%	-	-	3 4%	-	-	3 4%	-	3 3%	-	-	-	1 3%	-	2 4%
'050' Ford	3 2%	-	-	-	1 3%	2 7%	2 3%	1 1%	1 3%	-	2 6%	3 3%	-	-	-	2 5%	-	1 2%
'053' Frito Lay	1 1%	-	-	-	1 3%	-	1 1%	-	1 3%	-	-	-	-	1 7%	-	1 3%	-	-
'054' General Electric	2 1%	-	-	1 4%	-	1 3%	-	2 3%	-	2 2%	-	1 1%	-	1 7%	-	-	2 3%	-
'055' General Motors	6 4%	-	1 4%	4 14%	1 3%	-	3 4%	3 4%	-	3 4%	3 9%	4 4%	1 4%	1 7%	-	2 5%	1 2%	3 6%
'056' General Foods	10 7%	4 13%	2 7%	-	2 7%	2 7%	4 6%	6 8%	1 3%	5 6%	4 12%	7 7%	2 8%	1 7%	-	3 8%	2 3%	5 10%
'057' General Mills	2 1%	1 3%	1 4%	-	-	-	1 1%	1 1%	-	1 1%	1 3%	2 2%	-	-	-	1 3%	-	1 2%
'058' Gerber	1 1%	-	-	-	-	1 3%	-	1 1%	1 3%	-	-	1 1%	-	-	-	-	1 2%	-
'060' Harman Carten	1 1%	-	-	1 4%	-	-	1 1%	-	1 3%	-	-	-	-	1 7%	-	-	1 2%	-
'061' Heinz	6 4%	2 6%	-	3 11%	-	1 3%	2 3%	4 6%	1 3%	5 6%	-	5 5%	1 4%	-	-	1 3%	4 7%	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

1185145202



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 33

W Q198: What other companies come to mind?

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+	
		JRSEY	-TA	-AGO														DLLAS
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'062' Herman Miller	1 1%	-	-	-	1 3%	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
'063' Hershey	1 1%	1 3%	-	-	-	-	-	1 1%	1 3%	-	-	1 1%	-	-	-	-	1 2%	-
'064' Hertz	1 1%	-	1 4%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
'065' Hewlett Packard	3 2%	2 6%	-	-	-	1 3%	2 3%	1 1%	-	3 4%	-	3 3%	-	-	-	-	2 3%	1 2%
'066' Hoffman LaRouche	1 1%	1 3%	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
'067' Home Depot	4 3%	-	4 15%	-	-	-	3 4%	1 1%	1 3%	2 2%	1 3%	4 4%	-	-	-	1 3%	-	3 6%
'068' Honda	3 2%	-	1 4%	1 4%	1 3%	-	3 4%	-	1 3%	1 1%	1 3%	3 3%	-	-	-	-	1 2%	2 4%
'069' Huggies	1 1%	-	-	-	-	1 3%	-	1 1%	1 3%	-	-	1 1%	-	-	-	-	1 2%	-
'070' I.H.International Inc.	1 1%	-	1 4%	-	-	-	-	1 1%	-	1 1%	-	-	-	1 7%	-	-	-	1 2%
'071' IBM	10 7%	4 13%	3 11%	2 7%	1 3%	-	5 7%	5 7%	1 3%	7 9%	2 6%	6 6%	2 8%	2 13%	-	1 3%	4 7%	5 10%
'073' Idaho Potatoes	1 1%	-	-	1 4%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	1 2%	-

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415812

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 33

W Q198: What other companies come to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+	
		JRSEY	-TA	-AGO														DLLAS
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'074' Intel	1 1%	-	-	-	1 3%	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
'075' JC Penneys	1 1%	-	-	1 4%	-	-	1 1%	-	1 3%	-	-	-	1 4%	-	-	-	1 2%	-
'076' Jello	1 1%	1 3%	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
'077' Johnson & Johnson	11 8%	3 10%	2 7%	1 4%	3 10%	2 7%	6 8%	5 7%	2 7%	5 6%	4 12%	8 8%	3 13%	-	-	3 8%	5 9%	3 6%
'079' Blue Cross	1 1%	-	-	-	-	1 3%	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
'080' K-Mart	1 1%	-	1 4%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
'081' Keebler	2 1%	-	1 4%	-	1 3%	-	-	2 3%	1 3%	-	1 3%	2 2%	-	-	-	1 3%	-	1 2%
'082' Kellogs	1 1%	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
'084' Kimberly Clark	1 1%	-	-	-	1 3%	-	-	1 1%	1 3%	-	-	1 1%	-	-	-	-	-	1 2%
'085' Kraft	12 8%	3 10%	1 4%	3 11%	5 17%	-	6 8%	6 8%	2 7%	7 9%	3 9%	9 9%	3 13%	-	-	2 5%	5 9%	5 10%
'086' Kroger	1 1%	-	1 4%	-	-	-	1 1%	-	1 3%	-	-	1 1%	-	-	-	1 3%	-	-

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115813

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 33

W Q198: What other companies come to mind?

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP					
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL	144	31	27	28	29	29	72	72	30	81	33	100	24	15	5	37	58	49
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
'087' Lay's	1	-	1	-	-	-	1	-	-	1	-	1	-	-	-	-	-	1
	1%	-	4%	-	-	-	1%	-	-	1%	-	1%	-	-	-	-	-	2%
'088' Lever Brothers	2	2	-	-	-	-	1	1	-	1	1	-	2	-	-	-	-	2
	1%	6%	-	-	-	-	1%	1%	-	1%	3%	-	8%	-	-	-	-	4%
'089' Levis	6	-	1	1	-	4	4	2	3	3	-	5	-	1	-	-	3	3
	4%	-	4%	4%	-	14%	6%	3%	10%	4%	-	5%	-	7%	-	-	5%	6%
'090' Lexus	1	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	-	1
	1%	-	-	4%	-	-	1%	-	-	1%	-	1%	-	-	-	-	-	2%
'091' Lincoln	1	-	-	-	-	1	1	-	-	-	1	1	-	-	-	-	-	1
	1%	-	-	-	-	3%	1%	-	-	-	3%	1%	-	-	-	-	-	2%
'092' Lipton	1	1	-	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-
	1%	3%	-	-	-	-	-	1%	3%	-	-	1%	-	-	-	3%	-	-
'093' Lotus	1	-	1	-	-	-	1	-	1	-	-	1	-	-	-	-	1	-
	1%	-	4%	-	-	-	1%	-	3%	-	-	1%	-	-	-	-	2%	-
'094' Love Field	1	-	-	-	1	-	1	-	-	1	-	-	1	-	-	-	1	-
	1%	-	-	-	3%	-	1%	-	-	1%	-	-	4%	-	-	-	2%	-
'095' Lucky's	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	1	-	-
	1%	-	-	-	-	3%	-	1%	-	1%	-	-	-	7%	-	3%	-	-
'097' Marriott Corp.	1	-	1	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-
	1%	-	4%	-	-	-	1%	-	-	1%	-	1%	-	-	-	-	2%	-
'098' Marshal Fields & Co.	2	-	-	2	-	-	1	1	1	-	1	1	1	-	-	-	2	-
	1%	-	-	7%	-	-	1%	1%	3%	-	3%	1%	4%	-	-	-	3%	-

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415814

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 33

W Q19B: What other companies come to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN-AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+	
		JRSEY	-TA	-AGO	DLLAS													-EDA
		A	B	C	D													E
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'099' Mary Kay Cosmetics	1 1%	-	-	-	1 3%	-	-	1 1%	1 3%	-	-	-	1 4%	-	-	1 3%	-	-
'100' Maytag	1 1%	-	-	-	1 3%	-	-	1 1%	-	-	1 3%	1 1%	-	-	-	-	1 2%	-
'101' McDonalds	4 3%	-	2 7%	2 7%	-	-	2 3%	2 3%	-	3 4%	1 3%	4 4%	-	-	-	-	2 3%	2 4%
'102' Merck	1 1%	1 3%	-	-	-	-	1 1%	-	-	-	1 3%	1 1%	-	-	-	-	-	1 2%
'103' Merrill Lynch	1 1%	-	1 4%	-	-	-	-	1 1%	-	1 1%	-	-	-	1 7%	-	-	1 2%	-
'104' Metro Media	1 1%	-	-	1 4%	-	-	-	1 1%	-	-	1 3%	1 1%	-	-	-	-	1 2%	-
'105' Miller Brewing	5 3%	-	1 4%	1 4%	2 7%	1 3%	3 4%	2 3%	-	2 2%	3 9%	5 5%	-	-	-	2 5%	1 2%	2 4%
'106' Mitsubishi	1 1%	-	-	1 4%	-	-	1 1%	-	1 3%	-	-	-	-	1 7%	-	-	1 2%	-
'107' Monterey Food Market	1 1%	-	-	-	-	1 3%	1 1%	-	-	-	1 3%	1 1%	-	-	-	-	1 2%	-
'108' Motorola	2 1%	-	-	2 7%	-	-	-	2 3%	-	1 1%	1 3%	1 1%	1 4%	-	-	1 3%	-	1 2%
'109' Nabisco	10 7%	4 13%	2 7%	-	3 10%	1 3%	2 3%	8 11%	3 10%	4 5%	3 9%	8 8%	2 8%	-	-	4 11%	2 3%	4 8%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415815

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 33

W Q198: What other companies come to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER			AGE			RACE / ETHNICITY				INCOME		
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+	
		JRSEY	-TA	-AGO														DLLAS
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'110' Neimans	1 1%	-	-	-	1 3%	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
'111' Nestle	1 1%	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
'112' New Jersey Bell	1 1%	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	-	1 4%	-	-	1 3%	-	-
'116' Oscar Meyer	1 1%	-	-	1 4%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
'117' Pacific Gas & Electric	1 1%	-	-	-	-	1 3%	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 2%	-
'118' Pacific Telysis	1 1%	-	-	-	-	1 3%	1 1%	-	-	-	1 3%	1 1%	-	-	-	-	-	1 2%
'119' Pep Boys	1 1%	-	1 4%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	-	1 2%
'120' Pepsi	5 3%	2 6%	-	1 4%	2 7%	-	4 6%	1 1%	3 10%	2 2%	-	-	3 13%	2 13%	-	3 8%	1 2%	1 2%
'121' Pepsico	3 2%	1 3%	-	-	1 3%	1 3%	2 3%	1 1%	1 3%	-	2 6%	1 1%	2 8%	-	-	-	2 3%	1 2%
'122' Perdue	1 1%	1 3%	-	-	-	-	-	1 1%	1 3%	-	-	1 1%	-	-	-	1 3%	-	-
'123' Perdue Chicken	1 1%	-	-	1 4%	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	-	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115816

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 33

W Q198: What other companies come to mind?

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	=====					=====		=====			=====				=====			
	NEW	ATLN	CHIC		ALAM							CAUC-	AFRCN	HISP				
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	25K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'127' Proctor & Gamble	7 5%	1 3%	1 4%	2 7%	1 3%	2 7%	5 7%	2 3%	1 3%	5 6%	1 3%	3 3%	3 13%	- -	1 20%	2 5%	3 5%	2 4%
'129' RCA	1 1%	1 3%	- -	- -	- -	- -	1 1%	- -	- -	- -	1 3%	1 1%	- -	- -	- -	- -	- -	1 2%
'130' Reynolds	1 1%	- -	- -	1 4%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	1 4%	- -	- -	- -	1 2%	- -
'131' Rolls Royce	1 1%	- -	- -	- -	- -	1 3%	1 1%	- -	- -	- -	1 3%	1 1%	- -	- -	- -	- -	- -	1 2%
'133' S&C Electric	1 1%	- -	- -	1 4%	- -	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 3%	- -	- -
'134' Safeway	1 1%	- -	- -	- -	- -	1 3%	- -	1 1%	- -	1 1%	- -	- -	- -	1 7%	- -	1 3%	- -	- -
'135' Salerno	1 1%	- -	- -	1 4%	- -	- -	1 1%	- -	1 3%	- -	- -	1 1%	- -	- -	- -	1 3%	- -	- -
'136' Sears	2 1%	- -	- -	1 4%	1 3%	- -	1 1%	1 1%	- -	1 1%	1 3%	2 2%	- -	- -	- -	- -	- -	2 4%
'137' Serling	1 1%	- -	- -	1 4%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	1 4%	- -	- -	1 3%	- -	- -
'138' Sony	3 2%	1 3%	1 4%	- -	- -	1 3%	2 3%	1 1%	1 3%	2 2%	- -	2 2%	- -	1 7%	- -	- -	2 3%	1 2%
'139' Southern Bell	1 1%	- -	1 4%	- -	- -	- -	- -	1 1%	- -	- -	1 3%	1 1%	- -	- -	- -	- -	- -	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415817

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 33

W Q19B: What other companies come to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+	
		JRSEY	-TA	-AGO														DLLAS
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'141' Sports Town	1 1%	- -	1 4%	- -	- -	- -	- -	1 1%	- -	- -	1 3%	1 1%	- -	- -	- -	1 3%	- -	- -
'142' TGI Fridays	1 1%	- -	- -	- -	- -	1 3%	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%
'148' UNUM Insurance	1 1%	- -	1 4%	- -	- -	- -	1 1%	- -	1 3%	- -	- -	1 1%	- -	- -	- -	- -	1 2%	- -
'149' UPS	1 1%	- -	1 4%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 3%	- -	- -
'151' Wal Mart	6 4%	2 6%	3 11%	- -	- -	1 3%	3 4%	3 4%	- -	3 4%	3 9%	4 4%	1 4%	1 7%	- -	1 3%	4 7%	1 2%
'153' Wang	1 1%	1 3%	- -	- -	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 2%	- -
'154' Weight Watchers	1 1%	1 3%	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%
'156' Western Electric	1 1%	1 3%	- -	- -	- -	- -	1 1%	- -	- -	- -	1 3%	1 1%	- -	- -	- -	- -	- -	1 2%
'157' Wise	1 1%	1 3%	- -	- -	- -	- -	- -	1 1%	1 3%	- -	- -	1 1%	- -	- -	- -	- -	1 2%	- -
'158' Wrigley	1 1%	- -	1 4%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%
'159' Xerox	1 1%	1 3%	- -	- -	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 2%	- -

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115818

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 33

W Q19B: What other companies come to mind?  
 B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	*****					*****		*****			*****				*****			
	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP			25K		
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMALE	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
'160' Zenith	2 1%	- -	- -	1 4%	- -	1 3%	1 1%	1 1%	- -	2 2%	- -	1 1%	1 4%	- -	- -	1 3%	1 2%	- -
'161' Budweiser	1 1%	- -	- -	- -	- -	1 3%	- -	1 1%	- -	1 1%	- -	- -	1 4%	- -	- -	- -	1 2%	- -
'163' Abbot Labs	1 1%	- -	- -	1 4%	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 2%	- -
Don't know/Refused	25 17%	5 16%	4 15%	6 21%	5 17%	5 17%	11 15%	14 19%	5 17%	16 20%	4 12%	15 15%	3 13%	3 20%	4 80%	9 24%	9 16%	7 14%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415819



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 34

W Q21A: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Giving employees the authority to make decisions

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## ALL SITES EXCEPT NEW JERSEY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC		ALAM						CAUC-	AFRCN	HISP			25K	
		JRSEY	-TA	-AGO	DLLAS	-EDA	MALE	FMAL	21-30	31-50	51-70	ASIAN	AMER	-ANIC	OTHER	<25K	-49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Least important (6)	11 8%	-	1 4%	3 11%	3 10%	4 14%	7 10%	4 6%	3 10%	6 7%	2 6%	4 4%	3 13%	3 20%	1 20%	6 16%	4 7%	1 2%
(5)	23 16%	-	5 19%	6 21%	8 28%	4 14%	15 21%	8 11%	4 13%	11 14%	8 24%	17 17%	3 13%	2 13%	1 20%	7 19%	7 12%	9 18%
(4)	13 9%	-	-	9 32%	2 7%	2 7%	6 8%	7 10%	2 7%	8 10%	3 9%	10 10%	3 13%	-	-	4 11%	3 5%	6 12%
(3)	28 19%	-	11 41%	1 4%	4 14%	12 41%	9 13%	19 26%	7 23%	15 19%	6 18%	21 21%	4 17%	1 7%	2 40%	4 11%	16 28%	8 16%
(2)	17 12%	-	4 15%	6 21%	5 17%	2 7%	7 10%	10 14%	4 13%	10 12%	3 9%	12 12%	2 8%	3 20%	-	6 16%	8 14%	3 6%
Most important (1)	20 14%	-	5 19%	3 11%	7 24%	5 17%	11 15%	9 13%	3 10%	13 16%	4 12%	14 14%	3 13%	2 13%	1 20%	7 19%	5 9%	8 16%
Don't know/Refused	32 22%	31 100%	1 4%	-	-	-	17 24%	15 21%	7 23%	18 22%	7 21%	22 22%	6 25%	4 27%	-	3 8%	15 26%	14 29%
Mean	3.3	-	3.0	3.6	3.3	3.3	3.5	3.1	3.4	3.2	3.5	3.2	3.6	3.5	3.6	3.5	3.3	3.2
Standard Deviation	1.62	-	1.46	1.57	1.81	1.61	1.75	1.46	1.62	1.63	1.61	1.52	1.72	2.07	1.95	1.85	1.48	1.57
Standard Error	0.15	-	0.29	0.30	0.34	0.30	0.24	0.19	0.34	0.21	0.31	0.17	0.41	0.62	0.87	0.32	0.23	0.27

The Wirthlin Group

Significance Testing at the 95% Confidence Level

20254158202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 35

W Q21B: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Serving individuals by providing choice of quality products they want

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## ALL SITES EXCEPT NEW JERSEY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW JRSEY	ATLN -TA	CHIC -AGO	DLLAS	ALAM -EDA	MALE	FMAL	21-30	31-50	51-70	CAUC-ASIAN	AFRCN-AMER	HISP-ANIC	OTHER	<25K	25K-49K	50K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Least important (6)	2 1%	- -	1 4%	- -	1 3%	- -	- -	2 3%	1 3%	1 1%	- -	- -	1 4%	1 7%	- -	1 3%	1 2%	- -
(5)	10 7%	- -	1 4%	3 11%	2 7%	4 14%	4 6%	6 8%	4 13%	6 7%	- -	4 4%	2 8%	4 27%	- -	4 11%	2 3%	4 8%
(4)	10 7%	- -	1 4%	1 4%	4 14%	4 14%	6 8%	4 6%	1 3%	4 5%	5 15%	7 7%	2 8%	1 7%	- -	3 8%	4 7%	3 6%
(3)	13 9%	- -	3 11%	5 18%	3 10%	2 7%	7 10%	6 8%	2 7%	10 12%	1 3%	9 9%	2 8%	2 13%	- -	4 11%	5 9%	4 8%
(2)	28 19%	- -	8 30%	2 7%	8 28%	10 34%	15 21%	13 18%	5 17%	17 21%	6 18%	21 21%	2 8%	2 13%	3 60%	10 27%	10 17%	8 16%
Most important (1)	49 34%	- -	12 44%	17 61%	11 38%	9 31%	23 32%	26 36%	10 33%	25 31%	14 42%	37 37%	9 38%	1 7%	2 40%	12 32%	21 36%	16 33%
Don't know/Refused	32 22%	31 100%	1 4%	- -	- -	- -	17 24%	15 21%	7 23%	18 22%	7 21%	22 22%	6 25%	4 27%	- -	3 8%	15 26%	14 29%
Mean	2.2	-	2.0	2.0	2.3	2.4	2.1	2.2	2.4	2.2	1.9	2.0	2.4	3.7	1.6	2.4	2.0	2.2
Standard Deviation	1.41	-	1.33	1.40	1.47	1.43	1.28	1.53	1.70	1.38	1.18	1.19	1.72	1.62	0.55	1.50	1.34	1.40
Standard Error	0.13	-	0.26	0.26	0.27	0.27	0.17	0.20	0.35	0.17	0.23	0.14	0.41	0.49	0.24	0.26	0.21	0.24

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415821

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 36

W Q21C: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Creating new products

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## ALL SITES EXCEPT NEW JERSEY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM		MALE	FMALE	21-30	31-50	51-70	CAUC-ASIAN	AFRCN-AMER	HISP-ANIC	OTHER	INCOME		
		JRSEY	-TA	-AGO	DLLAS	-EDA										<25K	25K-49K	50K+
		A	B	C	D	E										F	G	H
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Least important (6)	7 5%	- -	1 4%	2 7%	1 3%	3 10%	3 4%	4 6%	- -	4 5%	3 9%	5 5%	1 4%	- -	1 20%	1 3%	1 2%	5 10%
(5)	45 31%	- -	11 41%	12 43%	13 45%	9 31%	17 24%	28 39%	7 23%	26 32%	12 36%	33 33%	9 38%	3 20%	- -	15 41%	22 38%	8 16%
(4)	28 19%	- -	7 26%	4 14%	7 24%	10 34%	17 24%	11 15%	11 37%	15 19%	2 6%	16 16%	6 25%	3 20%	3 60%	9 24%	9 16%	10 20%
(3)	16 11%	- -	4 15%	6 21%	3 10%	3 10%	8 11%	8 11%	2 7%	11 14%	3 9%	11 11%	2 8%	2 13%	1 20%	4 11%	5 9%	7 14%
(2)	13 9%	- -	2 7%	4 14%	5 17%	2 7%	9 13%	4 6%	2 7%	5 6%	6 18%	11 11%	- -	2 13%	- -	4 11%	5 9%	4 8%
Most important (1)	2 1%	- -	- -	- -	- -	2 7%	- -	2 3%	- -	2 2%	- -	1 1%	- -	1 7%	- -	1 3%	1 2%	- -
Don't know/Refused	33 23%	31 100%	2 7%	- -	- -	- -	18 25%	15 21%	8 27%	18 22%	7 21%	23 23%	6 25%	4 27%	- -	3 8%	15 26%	15 31%
Mean	4.1	-	4.2	4.1	4.1	4.1	3.9	4.2	4.0	4.1	4.1	4.1	4.5	3.5	4.2	4.1	4.1	4.1
Standard Deviation	1.20	-	1.04	1.25	1.19	1.33	1.17	1.21	0.90	1.21	1.42	1.24	0.79	1.37	1.10	1.20	1.19	1.24
Standard Error	0.11	-	0.21	0.24	0.22	0.25	0.16	0.16	0.19	0.15	0.28	0.14	0.19	0.41	0.49	0.21	0.18	0.21

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115822

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 37

W Q21D: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Doing research and development to develop new products

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## ALL SITES EXCEPT NEW JERSEY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+	
		JRSEY	-TA	-AGO	DLLAS													-EDA
		A	B	C	D													E
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Least important (6)	7 5%	- -	2 7%	1 4%	1 3%	3 10%	3 4%	4 6%	2 7%	3 4%	2 6%	5 5%	1 4%	1 7%	- -	2 5%	3 5%	2 4%
(5)	7 5%	- -	3 11%	1 4%	2 7%	1 3%	3 4%	4 6%	2 7%	5 6%	- -	7 7%	- -	- -	- -	1 3%	2 3%	4 8%
(4)	34 24%	- -	11 41%	6 21%	9 31%	8 28%	17 24%	17 24%	6 20%	21 26%	7 21%	25 25%	6 25%	2 13%	1 20%	12 32%	14 24%	8 16%
(3)	30 21%	- -	4 15%	10 36%	9 31%	7 24%	17 24%	13 18%	6 20%	17 21%	7 21%	21 21%	5 21%	2 13%	2 40%	10 27%	9 16%	11 22%
(2)	20 14%	- -	4 15%	7 25%	4 14%	5 17%	9 13%	11 15%	6 20%	10 12%	4 12%	12 12%	4 17%	3 20%	1 20%	6 16%	9 16%	5 10%
Most important (1)	14 10%	- -	2 7%	3 11%	4 14%	5 17%	6 8%	8 11%	1 3%	7 9%	6 18%	8 8%	2 8%	3 20%	1 20%	3 8%	6 10%	5 10%
Don't know/Refused	32 22%	31 100%	1 4%	- -	- -	- -	17 24%	15 21%	7 23%	18 22%	7 21%	22 22%	6 25%	4 27%	- -	3 8%	15 26%	14 29%
Mean	3.2	-	3.6	2.9	3.1	3.1	3.2	3.2	3.3	3.3	2.9	3.3	3.1	2.6	2.6	3.2	3.1	3.2
Standard Deviation	1.33	-	1.33	1.18	1.27	1.51	1.27	1.40	1.34	1.28	1.45	1.32	1.26	1.57	1.14	1.23	1.39	1.39
Standard Error	0.13	-	0.26	0.22	0.24	0.28	0.17	0.19	0.28	0.16	0.28	0.15	0.30	0.47	0.51	0.21	0.21	0.23

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115823

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 38

W Q21E: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Devoting resources to benefit the communities in which they are located

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## ALL SITES EXCEPT NEW JERSEY

	LOCATION					GENDER		AGE			RACE / ETHNICITY				INCOME			
	TOTAL	NEW	ATLN	CHIC	ALAM	MALE	FEMALE	21-30	31-50	51-70	CAUC- ASIAN	AFRCN AMER	HISP -ANIC	OTHER	<25K	25K -49K	50K+	
		JRSEY	-TA	-AGO	DLLAS													-EDA
		A	B	C	D													E
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Least important (6)	7 5%	- -	1 4%	2 7%	2 7%	2 7%	5 7%	2 3%	1 3%	4 5%	2 6%	6 6%	- -	1 7%	- -	3 8%	3 5%	1 2%
(5)	16 11%	- -	2 7%	5 18%	3 10%	6 21%	8 11%	8 11%	4 13%	8 10%	4 12%	10 10%	4 17%	- -	2 40%	4 11%	4 7%	8 16%
(4)	19 13%	- -	5 19%	6 21%	4 14%	4 14%	8 11%	11 15%	2 7%	10 12%	7 21%	14 14%	1 4%	3 20%	1 20%	4 11%	12 21%	3 6%
(3)	18 13%	- -	3 11%	3 11%	9 31%	3 10%	9 13%	9 13%	4 13%	8 10%	6 18%	11 11%	3 13%	4 27%	- -	8 22%	6 10%	4 8%
(2)	29 20%	- -	8 30%	7 25%	6 21%	8 28%	13 18%	16 22%	5 17%	19 23%	5 15%	19 19%	8 33%	1 7%	1 20%	7 19%	9 16%	13 27%
Most important (1)	23 16%	- -	7 26%	5 18%	5 17%	6 21%	12 17%	11 15%	7 23%	14 17%	2 6%	18 18%	2 8%	2 13%	1 20%	8 22%	9 16%	6 12%
Don't know/Refused	32 22%	31 100%	1 4%	- -	- -	- -	17 24%	15 21%	7 23%	18 22%	7 21%	22 22%	6 25%	4 27%	- -	3 8%	15 26%	14 29%
Mean	3.0	-	2.6	3.2	3.0	3.1	3.0	2.9	2.7	2.9	3.5	3.0	2.8	3.1	3.4	2.9	3.0	2.9
Standard Deviation	1.55	-	1.47	1.61	1.46	1.67	1.64	1.47	1.63	1.56	1.39	1.61	1.38	1.45	1.82	1.61	1.54	1.54
Standard Error	0.15	-	0.29	0.30	0.27	0.31	0.22	0.19	0.34	0.20	0.27	0.18	0.33	0.44	0.81	0.28	0.24	0.26

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415824

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 39

W Q21F: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Selling their products worldwide

B 1: LOCATION, GENDER, AGE, RACE/ETHNICITY, INCOME

## ALL SITES EXCEPT NEW JERSEY

	LOCATION				GENDER				AGE			RACE / ETHNICITY				INCOME		
	*****				*****				*****			*****				*****		
	NEW	ATLN	CHIC	ALAM	MALE	FMAL	21-30	31-50	51-70	CAUC-	AFRCN	HISP	OTHER	<25K	25K	50K+		
	TOTAL	JRSEY	-TA	-AGO	DLLAS	-EDA	F	G	H	I	J	ASIAN	AMER	-ANIC	O	-49K	P	Q
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
BASE=TOTAL RESPONDENTS	144 100%	31 100%	27 100%	28 100%	29 100%	29 100%	72 100%	72 100%	30 100%	81 100%	33 100%	100 100%	24 100%	15 100%	5 100%	37 100%	58 100%	49 100%
Least important (6)	77 53%	- -	19 70%	20 71%	21 72%	17 59%	36 50%	41 57%	15 50%	45 56%	17 52%	57 57%	12 50%	5 33%	3 60%	21 57%	31 53%	25 51%
(5)	10 7%	- -	3 11%	1 4%	1 3%	5 17%	7 10%	3 4%	1 3%	7 9%	2 6%	6 6%	- -	2 13%	2 40%	3 8%	6 10%	1 2%
(4)	8 6%	- -	2 7%	2 7%	3 10%	1 3%	1 1%	7 10%	1 3%	5 6%	2 6%	6 6%	- -	2 13%	- -	2 5%	1 2%	5 10%
(3)	7 5%	- -	1 4%	3 11%	1 3%	2 7%	5 7%	2 3%	2 7%	2 2%	3 9%	5 5%	2 8%	- -	- -	4 11%	2 3%	1 2%
(2)	5 3%	- -	- -	2 7%	1 3%	2 7%	2 3%	3 4%	1 3%	2 2%	2 6%	3 3%	2 8%	- -	- -	1 3%	2 3%	2 4%
Most important (1)	4 3%	- -	- -	- -	2 7%	2 7%	3 4%	1 1%	2 7%	2 2%	- -	- -	2 8%	2 13%	- -	3 8%	1 2%	- -
Don't know/Refused	33 23%	31 100%	2 7%	- -	- -	- -	18 25%	15 21%	8 27%	18 22%	7 21%	23 23%	6 25%	4 27%	- -	3 8%	15 26%	15 31%
Mean	5.2	-	5.6	5.2	5.2	4.9	5.1	5.3	5.0	5.3	5.1	5.4	4.7	4.5	5.6	4.9	5.4	5.4
Standard Deviation	1.40	-	0.82	1.37	1.56	1.65	1.52	1.30	1.76	1.27	1.40	1.13	2.00	1.92	0.55	1.70	1.27	1.20
Standard Error	0.13	-	0.16	0.26	0.29	0.31	0.21	0.17	0.37	0.16	0.27	0.13	0.47	0.58	0.24	0.29	0.19	0.21

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415825

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 92

LOCATION  
B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	TOTAL	OPIN -ION LEADR	PRIM -ARY SHPPR	PRIM -ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
New Jersey	31 22%	9 26%	21 20%	10 26%	17 22%	13 21%	11 28%	6 14%	14 23%	12 31%	19 18%	7 19%	24 22%	4 16%	6 14%	18 33%GJN
Atlanta	27 19%	7 20%	23 22%	4 11%	19 24%	7 11%	5 13%	8 19%	14 23%	6 15%	21 20%	7 19%	20 19%	1 4%	14 33%CE F	12 22%
Chicago	28 19%	5 14%	20 19%	8 21%	19 24%	9 14%	10 25%	9 21%	9 15%	6 15%	22 21%	7 19%	21 20%	6 24%	5 12%	6 11%
Dallas	29 20%	5 14%	20 19%	9 24%	10 13%	19 30%DO	9 23%	7 16%	13 21%	6 15%	23 22%O	9 24%	20 19%	14 56%	15 36%ABD GIL0	5 9%
Alameda	29 20%	9 26%N	22 21%N	7 18%	14 18%N	15 24%N	5 13%	13 30%N	11 18%N	9 23%N	20 19%N	7 19%	22 21%N	- -	2 5%	13 24%N

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115826

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 93

GENDER  
B 2: QUOTA GROUP

QUOTA GROUP																
TOTAL	OPIN	PRIM	NON-	BEER	NON-	FORMR		NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-	
	ION	ARY	ARY	DRNKR	BEER	SMOKR	SMOKR	SMOKR	VESTR		CHAR-	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	72	14	38	34	48	23	24	23	25	19	53	20	52	8	19	25
	50%	40%	36%	89% DEFGH IJKLN O	61% AB EH	37%	60% BE	53% B	41%	49%	50% B	54%	49%	32%	45%	46%
Female	72	21	68	4	31	40	16	20	36	20	52	17	55	17	23	29
	50%	60% CD	64% CD FGJ	11%	39% C	63% CD F	40% C	47% C	59% CD	51% C	50% C	46% C	51% C	68%	55% C	54% C

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415827



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 94

AGE  
B 2: QUOTA GROUP

	QUOTA GROUP															
	TOTAL	OPIN -ION LEADR	PRIM -ARY SHPPR	NON- PRIM -ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VEST	NON- IN- VEST	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
21 - 30	30 21%	2 6%	20 19%	10 26%AO	20 25%AO	10 16%	11 28%AO	8 19%	11 18%	6 15%	24 23%AO	10 27%AO	20 19%	2 8%	11 26%AO	5 9%
31 - 50	81 56%	24 69%K	60 57%	21 55%	43 54%	36 57%	24 60%	21 49%	36 59%	18 46%	63 60%	16 43%	65 61%	14 56%	27 64%	26 48%
51 - 70	33 23%	9 26%	26 25%N	7 18%	16 20%	17 27%N	5 13%	14 33%FJ N	14 23%	15 38%DFJ LN	18 17%	11 30%N	22 21%	9 36%	4 10%	23 43%BCDFHJLN

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415828

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 95

RACE / ETHNICITY  
B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION	PRIM -ARY	PRIM -ARY	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Caucasian	100	24	71	29	55	43	27	32	41	32	68	24	76	20	31	42
	69%	69%	67%	76%	70%	68%	68%	74%	67%	82%	65%	65%	71%	80%	74%	78%
African American	24	5	21	3	11	13	8	1	15	2	22	9	15	2	9	6
	17%	14%	20%GI	8%	14%G	21%GI	20%G	2%	25%CGI	5%	21%GI	24%GI	14%G	8%	21%GI	11%
Hispanic	15	3	10	5	10	5	5	7	3	3	12	4	11	3	2	5
	10%	9%	9%	13%	13%	8%	13%	16%	5%	8%	11%	11%	10%	12%	5%	9%
Moorish	1	1	1	-	1	-	-	1	-	-	1	-	1	-	-	-
	1%	3%	1%	-	1%	-	-	2%	-	-	1%	-	1%	-	-	-
Asian	3	2	3	-	1	2	-	2	1	2	1	-	3	-	-	1
	2%	6%	3%	-	1%	3%	-	5%	2%	5%	1%	-	3%	-	-	2%
Other	1	-	-	1	1	-	-	-	1	-	1	-	1	-	-	-
	1%	-	-	3%	1%	-	-	-	2%	-	1%	-	1%	-	-	-

The Wirthlin Group

Significance Testing at the 95% Confidence Level

20254158202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 96

INCOME  
B 2: QUOTA GROUP

	QUOTA GROUP															
	TOTAL	OPIN	PRIM	PRIM	BEER	NON-	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-	
		ION	ARY	ARY	DRNKR	BEER		SMOKR	VEST		IN-	ITBLE	ITBLE	WRKNG		
		LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VEST	VEST	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Less than \$25,000	37 26%	6 17%	25 24%	12 32% <sup>H</sup>	23 29% <sup>H</sup>	14 22%	14 35% <sup>HI</sup> 0	15 35% <sup>HI</sup> 0	8 13%	5 13%	32 30% <sup>HI</sup> 0	13 35% <sup>HI</sup> 0	24 22%	6 24%	12 29%	8 15%
\$25,000 - \$49,999	58 40%	14 40%	48 45% <sup>C</sup>	10 26%	33 42%	24 38%	14 35%	16 37%	28 46%	16 41%	42 40%	11 30%	47 44%	9 36%	18 43%	24 44%
\$50,000 +	49 34%	15 43%	33 31%	16 42%	23 29%	25 40%	12 30%	12 28%	25 41%	18 46%	31 30%	13 35%	36 34%	10 40%	12 29%	22 41%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115830

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 97

QUOTA GROUP  
B 2: QUOTA GROUP

QUOTA GROUP																
TOTAL	OPIN	PRIM	PRIM	NON-		FORMR		NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-	
	ION	ARY	ARY	BEER	BEER	SMOKR	SMOKR	SMOKR	VEST	IN-	CHAR-	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VEST	VEST	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Opinion leader	35 24%	35 100% DEFGHI JKLNO	27 25%	8 21%	18 23%	16 25%	6 15%	10 23%	19 31%	16 41% DFJ KN	19 18%	6 16%	29 27%	5 20%	7 17%	21 39% DFJKN
Primary shopper	106 74%	27 77% C	106 100% ACD EFGHIJK LNO	-	53 67% C	52 83% CD G	27 68% C	27 63% C	52 85% CD FG	29 74% C	77 73% C	26 70% C	80 75% C	19 76% C	32 76% C	43 80% C
Non-primary shopper	38 26%	8 23% B	-	38 100% AB DEFGHI JKLNO	26 33% BE	11 17% B	13 33% BH	16 37% BE	9 15% B	10 26% B	28 27% B	11 30% B	27 25% B	6 24%	10 24% B	11 20% B
Beer drinker	79 55%	18 51% E	53 50% E	26 68% E HO	79 100% ABC EFGHIJK LNO	-	28 70% BE HO	25 58% E	26 43% E	20 51% E	59 56% E	22 59% E	57 53% E	9 36%	23 55% E	23 43% E

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415831

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 97

QUOTA GROUP  
B 2: QUOTA GROUP

	QUOTA GROUP															
	TOTAL	OPIN- ION	PRIM- ARY	PRIM- ARY	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	ANTI- WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Non-beer drinker	63 44%	16 46%	52 49%	11 29%	-	63 100%	10 25%	18 42%	35 57%	18 46%	45 43%	15 41%	48 45%	16 64%	17 40%	31 57%
			F			CDEFGHI JKLNO			F							
Smoker	40 28%	6 17%	27 25%	13 34%	28 35%	10 16%	40 100%	-	-	6 15%	34 32%	15 41%	25 23%	8 32%	12 29%	3 6%
			O	HO	HIO	H	DEGHIJK LNO				HIO	GHILO	O			
Former smoker	43 30%	10 29%	27 25%	16 42%	25 32%	18 29%	-	43 100%	-	16 41%	27 26%	9 24%	34 32%	6 24%	11 26%	23 43%
								DEFHIJK LNO								
Non-smoker	61 42%	19 54%	52 49%	9 24%	26 33%	35 56%	-	-	61 100%	17 44%	44 42%	13 35%	48 45%	11 44%	19 45%	28 52%
		FG	FG			G			CDEFGI JKLNO		G		G		G	

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415832

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 97

QUOTA GROUP  
B 2: QUOTA GROUP

QUOTA GROUP																
TOTAL	OPIN	PRIM	PRIM	BEER	NON-	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-		
	LEADR	-ARY	-ARY	DRNKR	BEER		SMOKR	SMOKR		IN-	ITBLE	ITBLE	WRKNG			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Investor	39 27%	16 46%BD FJLN	29 27%J	10 26%J	20 25%J	18 29%J	6 15%J	16 37%FJ	17 28%J	39 100%ABCD EFGHJKLN O	-	10 27%J	29 27%J	4 16%	9 21%J	21 39%FJ
Non-investor	105 73%	19 54%I	77 73%AI	28 74%I	59 75%AI	45 71%I	34 85%AG IO	27 63%I	44 72%I	-	105 100%AB CDEFGH IKLNO	27 73%I	78 73%AI	21 84%	33 79%AI	33 61%I
Non-charitable	37 26%	6 17%L	26 25%L	11 29%L	22 28%L	15 24%L	15 38%L	9 21%L	13 21%L	10 26%L	27 26%L	37 100%ABC DEFGHIJ LNO	-	5 20%	11 26%L	11 20%L
Charitable	107 74%	29 83%K	80 75%K	27 71%K	57 72%K	48 76%K	25 63%K	34 79%K	48 79%K	29 74%K	78 74%K	-	107 100%AB CDEFGH IJKNO	20 80%	31 74%K	43 80%K
Not working	25 17%	5 14%N	19 18%N	6 16%N	9 11%N	16 25%DN	8 20%N	6 14%N	11 18%N	4 10%N	21 20%N	5 14%N	20 19%N	25 100%	-	9 17%N

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415833

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 97

QUOTA GROUP  
B 2: QUOTA GROUP

QUOTA GROUP																
TOTAL	OPIN -ION LEADR	PRIM -ARY SHPPR	NON- PRIM -ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Working	42 29%	7 20%	32 30%	10 26%	23 29%	17 27%	12 30%	11 26%	19 31%	9 23%	33 31%	11 30%	31 29%	-	42 100% AB CDEFGH IJKLO	13 24%
Anti-smoking	54 38%	21 60% BC DFJKL N	43 41% F	11 29% F	23 29% F	31 49% CDF J	3 8%	23 53% CD FJKN	28 46% DF	21 54% CDF JKN	33 31% F	11 30% F	43 40% F	9 36%	13 31% F	54 100% ABCDEFGHIJKLN

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415834

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 98

W Q7A: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate ANHEUSER BUSCH.

B 2: QUOTA GROUP

QUOTA GROUP																
	TOTAL	OPIN- ION LEADR	PRIM- ARY SHPPR	NON- PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	FORMR SMOKR	NON- SMOKR	IN- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	ANTI- WRKNG	SMKNG
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Favorable impression (10)	18 13%	4 11%	13 12%	5 13%	13 16%	5 8%	8 20%	5 12%	5 8%	4 10%	14 13%	6 16%	12 11%	5 20%	8 19%	5 9%
(9)	13 9%	3 9%	10 9%	3 8%	10 13%	3 5%	2 5%	3 7%	8 13%	4 10%	9 9%	4 11%	9 8%	2 8%	4 10%	9 17%
(8)	21 15%	7 20%	14 13%	7 18%	13 16%	7 11%	9 23%	2 5%	10 16%	5 13%	16 15%	3 8%	18 17%	5 20%	5 12%	3 6%
(7)	14 10%	- -	12 11%	2 5%	12 15%	2 3%	6 15%	4 9%	4 7%	3 8%	11 10%	3 8%	11 10%	3 12%	3 7%	2 4%
(6)	11 8%	2 6%	9 8%	2 5%	8 10%	3 5%	2 5%	6 14%	3 5%	2 5%	9 9%	1 3%	10 9%	1 4%	5 12%	4 7%
(5)	24 17%	3 9%	15 14%	9 24%	10 13%	14 22%	3 8%	12 28%	9 15%	8 21%	16 15%	8 22%	16 15%	6 24%	4 10%	10 19%
							DFN									
(4)	8 6%	3 9%	6 6%	2 5%	4 5%	4 6%	1 3%	3 7%	4 7%	2 5%	6 6%	1 3%	7 7%	1 4%	3 7%	4 7%
(3)	14 10%	6 17%	10 9%	4 11%	3 4%	10 16%	4 10%	3 7%	7 11%	5 13%	9 9%	5 14%	9 8%	1 4%	5 12%	9 17%
(2)	5 3%	3 9%	2 2%	3 8%	2 3%	3 5%	1 3%	1 2%	3 5%	1 3%	4 4%	2 5%	3 3%	- -	1 2%	2 4%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115835



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 98

W Q7A: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate ANHEUSER BUSCH.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	TOTAL	OPIN- ION LEADR	PRIM- ARY SHPPR	NON- PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Unfavorable impression (1)	15 10%	4 11%	14 13%	1 3%	4 5%	11 17%	CD 10%	4 9%	7 11%	5 13%	10 10%	3 8%	12 11%	1 4%	4 10%	6 11%
Don't know/Refused	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	1 3%	- -	- -	- -	- -
Mean	5.9	5.4	5.9E	6.1E	6.8AB EGHIL O	4.8	6.5E	5.7	5.7	5.6	6.0E	5.9	5.9E	6.9	6.2E	5.5
Standard Deviation	2.83	3.09	2.90	2.66	2.52	2.84	2.94	2.59	2.92	2.90	2.81	2.98	2.80	2.45	2.97	2.91
Standard Error	0.24	0.52	0.28	0.43	0.28	0.36	0.46	0.39	0.38	0.46	0.28	0.50	0.27	0.49	0.46	0.40

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415836

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 99

W Q7B: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate GENERAL FOODS.

B 2: QUOTA GROUP

QUOTA GROUP																
	OPIN -ION TOTAL	PRIM -ARY LEADR	NON- PRIM -ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	ANTI- WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Favorable impression (10)	20 14%	5 14%	16 15%	4 11%	8 10%	11 17%	5 13%	5 12%	10 16%	5 13%	15 14%	4 11%	16 15%	6 24%	10 24%	8 15%
(9)	17 12%	5 14%	12 11%	5 13%	11 14%	6 10%	4 10%	5 12%	8 13%	5 13%	12 11%	6 16%	11 10%	4 16%	5 12%	10 19%
(8)	37 26%	10 29%	26 25%	11 29%	20 25%	16 25%	11 28%	11 26%	15 25%	10 26%	27 26%	15 41% LO	22 21%	5 20%	12 29%	10 19%
(7)	23 16%	3 9%	18 17%	5 13%	15 19%	8 13%	5 13%	6 14%	12 20%	6 15%	17 16%	3 8%	20 19%	4 16%	3 7%	7 13%
(6)	16 11%	5 14%	13 12%	3 8%	8 10%	8 13%	3 8%	4 9%	9 15%	4 10%	12 11%	1 3%	15 14%	3 12%	6 14%	9 17% K
(5)	22 15%	6 17%	15 14%	7 18%	12 15%	10 16%	8 20%	8 19%	6 10%	7 18%	15 14%	4 11%	18 17%	2 8%	4 10%	7 13%
(4)	5 3%	1 3%	3 3%	2 5%	4 5%	1 2%	3 8% H	2 5%	- -	1 3%	4 4%	3 8% H	2 2%	- -	1 2%	1 2%
(3)	2 1%	- -	2 2%	- -	1 1%	1 2%	- -	2 5%	- -	1 3%	1 1%	- -	2 2%	- -	1 2%	1 2%
(2)	1 1%	- -	- -	1 3%	- -	1 2%	1 3%	- -	- -	- -	1 1%	1 3%	- -	1 4%	- -	- -
Unfavorable impression (1)	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115837

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 99

W Q7B: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate GENERAL FOODS.

B 2: QUOTA GROUP

QUOTA GROUP																
	OPIN -ION	PRIM -ARY	NON- PRIM -ARY	BEER DRNKR	NON- BEER DRNKR	FORMR SMOKR	NON- SMOKR	IN- VEST	NON- IN- VEST	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	7.3	7.4	7.3	7.1	7.2	7.2	7.0	7.0	7.6	7.3	7.3	7.4	7.2	7.8	7.7	7.3
Standard Deviation	1.90	1.77	1.89	1.95	1.75	2.08	2.02	1.96	1.77	1.85	1.93	1.95	1.89	2.01	1.89	2.01
Standard Error	0.16	0.30	0.18	0.32	0.20	0.26	0.32	0.30	0.23	0.30	0.19	0.32	0.18	0.40	0.29	0.27

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115838

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 100

W Q7C: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate PEPSICO.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
		OPIN- ION LEADR	PRIM- ARY SHPPR	NON- PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Favorable impression (10)	24 17%	5 14%	16 15%	8 21%	9 11%	15 24%	10 25%	7 16%	7 11%	4 10%	20 19%	6 16%	18 17%	4 16%	10 24%	8 15%
(9)	14 10%	4 11%	12 11%	2 5%	10 13%	4 6%	2 5%	4 9%	8 13%	3 8%	11 10%	2 5%	12 11%	2 8%	5 12%	9 17%
(8)	24 17%	5 14%	18 17%	6 16%	15 19%	9 14%	8 20%	4 9%	12 20%	3 8%	21 20%	6 16%	18 17%	7 28%	4 10%	8 15%
(7)	19 13%	6 17%	15 14%	4 11%	10 13%	9 14%	5 13%	3 7%	11 18%	10 26%GJO	9 9%	5 14%	14 13%	3 12%	5 12%	5 9%
(6)	14 10%	2 6%	8 8%	6 16%I	8 10%I	6 10%	4 10%I	4 9%	6 10%I	- -	14 13%I	3 8%	11 10%I	2 8%	4 10%	3 6%
(5)	22 15%	6 17%	18 17%	4 11%	13 16%	8 13%	4 10%	9 21%	9 15%	8 21%	14 13%	8 22%	14 13%	3 12%	5 12%	8 15%
(4)	11 8%	4 11%H	6 6%	5 13%H	8 10%H	3 5%	1 3%	9 21%BEF HJL	1 2%	6 15%FHJ	5 5%	2 5%	9 8%	3 12%	3 7%	5 9%
(3)	7 5%	- -	5 5%	2 5%	2 3%	4 6%	3 8%	2 5%	2 3%	3 8%	4 4%	2 5%	5 5%	- -	2 5%	4 7%
(2)	8 6%	3 9%	7 7%	1 3%	4 5%	4 6%	3 8%	1 2%	4 7%	2 5%	6 6%	3 8%	5 5%	1 4%	4 10%	4 7%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

6885115202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 100

W Q7C: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.  
Overall, based on everything you know or may have heard how would you rate PEPSICO.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
		OPIN- ION LEADR	PRIM- ARY SHPPR	NON- PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	TOTAL															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Unfavorable impression (1)	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	- -
Mean	6.7	6.6	6.7	6.8	6.7	6.8	7.0	6.3	6.8	6.1	6.9	6.5	6.8	7.0	6.8	6.6
Standard Deviation	2.41	2.41	2.44	2.37	2.24	2.61	2.57	2.40	2.32	2.31	2.42	2.46	2.40	2.21	2.69	2.58
Standard Error	0.20	0.41	0.24	0.38	0.25	0.33	0.41	0.37	0.30	0.37	0.24	0.40	0.23	0.44	0.41	0.35

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115840

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 101

W Q7D: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate KRAFT.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	TOTAL	OPIN- ION LEADR	PRIM- ARY SHPPR	PRIM- ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Favorable impression (10)	38 26%	8 23%	33 31% <sup>C</sup>	5 13%	18 23%	20 32% <sup>C</sup>	10 25%	9 21%	19 31% <sup>C</sup>	8 21%	30 29%	10 27%	28 26%	12 48%	15 36% <sup>C</sup>	13 24%
(9)	25 17%	8 23%	19 18%	6 16%	17 22%	7 11%	6 15%	5 12%	14 23%	6 15%	19 18%	5 14%	20 19%	2 8%	7 17%	11 20%
(8)	35 24%	7 20%	22 21%	13 34%	17 22%	17 27%	8 20%	15 35%	12 20%	12 31%	23 22%	8 22%	27 25%	5 20%	9 21%	10 19%
(7)	24 17%	4 11%	16 15%	8 21%	13 16%	11 17%	9 23%	8 19%	7 11%	7 18%	17 16%	9 24%	15 14%	3 12%	5 12%	8 15%
(6)	7 5%	2 6%	6 6%	1 3%	4 5%	3 5%	3 8%	1 2%	3 5%	2 5%	5 5%	1 3%	6 6%	1 4%	3 7%	3 6%
(5)	9 6%	2 6%	6 6%	3 8%	6 8%	3 5%	3 8%	2 5%	4 7%	2 5%	7 7%	2 5%	7 7%	2 8%	3 7%	5 9%
(4)	4 3%	3 9% <sup>EH</sup>	2 2%	2 5%	4 5%	- -	1 3%	3 7% <sup>EH</sup>	- -	2 5%	2 2%	2 5%	2 2%	- -	- -	2 4%
(3)	1 1%	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%
Unfavorable impression (1)	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%
Mean	8.1	7.8	8.2	7.7	8.0	8.1	7.9	7.9	8.2	7.9	8.1	8.0	8.1	8.6	8.4	7.8

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415841

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 101

W Q7D: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate KRAFT.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
		NON-				NON-		FORMR	NON-	IN-		NON-	NON-	CHAR-	NOT	ANTI-
	TOTAL	OPIN- ION	PRIM- ARY	PRIM- ARY	BEER DRNKR	BEER DRNKR	SMOKR	SMOKR	SMOKR	IN- VESTR	NON- IN- VESTR	CHAR- ITBLE	CHAR- ITBLE	WRKNG	WRKNG	SMKNG
	-----	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Standard Deviation	1.77	2.04	1.82	1.59	1.74	1.84	1.68	1.68	1.89	1.64	1.82	1.73	1.79	1.66	1.59	2.09
Standard Error	0.15	0.34	0.18	0.26	0.20	0.23	0.27	0.26	0.24	0.26	0.18	0.28	0.17	0.33	0.25	0.28

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115842

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 102

W Q7E: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate RJR NABISCO.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	TOTAL	OPIN- ION LEADR	PRIM- ARY SHPPR	NON- PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Favorable impression (10)	16 11%	2 6%	12 11%	4 11%	6 8%	9 14%	3 8%	6 14%	7 11%	2 5%	14 13%	4 11%	12 11%	6 24%	8 19%	6 11%
(9)	17 12%	5 14%	12 11%	5 13%	9 11%	8 13%	5 13%	7 16%	5 8%	5 13%	12 11%	6 16%	11 10%	4 16%	5 12%	6 11%
(8)	29 20%	11 31%	25 24%	4 11%	17 22%	11 17%	10 25%	7 16%	12 20%	10 26%	19 18%	7 19%	22 21%	3 12%	8 19%	9 17%
(7)	31 22%	7 20%	20 19%	11 29%	20 25%	11 17%	11 28%	4 9%	16 26%	6 15%	25 24%	11 30%	20 19%	4 16%	7 17%	13 24%
(6)	11 8%	2 6%	8 8%	3 8%	6 8%	5 8%	2 5%	3 7%	6 10%	4 10%	7 7%	2 5%	9 8%	1 4%	6 14%	5 9%
(5)	20 14%	4 11%	16 15%	4 11%	15 19%	5 8%	5 13%	10 23%	5 8%	5 13%	15 14%	5 14%	15 14%	4 16%	6 14%	6 11%
(4)	6 4%	1 3%	5 5%	1 3%	2 3%	4 6%	1 3%	2 5%	3 5%	2 5%	4 4%	- -	6 6%	- -	1 2%	1 2%
(3)	4 3%	- -	2 2%	2 5%	2 3%	2 3%	- -	1 2%	3 5%	2 5%	2 2%	1 3%	3 3%	- -	1 2%	3 6%
(2)	4 3%	2 6%	3 3%	1 3%	- -	4 6%	1 3%	2 5%	1 2%	1 3%	3 3%	1 3%	3 3%	1 4%	- -	2 4%
Unfavorable impression (1)	6 4%	1 3%	3 3%	3 8%	2 3%	4 6%	2 5%	1 2%	3 5%	2 5%	4 4%	- -	6 6%	2 8%	- -	3 6%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115813



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 102

W Q7E: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate RJR NABISCO.

B 2: QUOTA GROUP

	QUOTA GROUP															
	TOTAL	OPIN- ION LEADR	PRIM- ARY SHPPR	NON- PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	ANTI- WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	6.8	6.9	6.9	6.5	6.9	6.6	6.9	6.8	6.7	6.5	6.9	7.3	6.6	7.1	7.4	6.6
Standard Deviation	2.30	2.18	2.21	2.57	1.94	2.70	2.18	2.44	2.32	2.35	2.29	1.88	2.42	2.79	1.90	2.47
Standard Error	0.19	0.37	0.21	0.42	0.22	0.34	0.34	0.37	0.30	0.38	0.22	0.31	0.23	0.56	0.29	0.34

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415844

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 103

W Q7F: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate MILLER BREWING.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	TOTAL	OPIN- ION LEADR	PRIM- ARY SHPPR	NON- PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Favorable impression (10)	18 13%	3 9%	13 12%	5 13%	13 16%	5 8%	6 15%	7 16%	5 8%	2 5%	16 15%	4 11%	14 13%	4 16%	7 17%	4 7%
(9)	10 7%	1 3%	6 6%	4 11%E	9 11%E	1 2%	3 8%	2 5%	5 8%	2 5%	8 8%	2 5%	8 7%	2 8%	2 5%	4 7%
(8)	23 16%	6 17%	15 14%	8 21%	16 20%	6 10%	8 20%	8 19%	7 11%	8 21%	15 14%	5 14%	18 17%	5 20%	8 19%	7 13%
(7)	19 13%	7 20%E	15 14%	4 11%	15 19%E	4 6%	3 8%	8 19%	8 13%	9 23%EJ	10 10%	6 16%	13 12%	1 4%	4 10%	6 11%
(6)	8 6%	1 3%	7 7%	1 3%	5 6%	3 5%	3 8%	1 2%	4 7%	2 5%	6 6%	- -	8 7%	2 8%	3 7%	3 6%
(5)	23 16%	3 9%	17 16%	6 16%	9 11%	14 22%	5 13%	8 19%	10 16%	5 13%	18 17%	10 27%AD LN	13 12%	5 20%	4 10%	9 17%
(4)	9 6%	2 6%	4 4%	5 13%B	5 6%	4 6%	5 13%	2 5%	2 3%	2 5%	7 7%	1 3%	8 7%	3 12%	2 5%	3 6%
(3)	9 6%	3 9%	6 6%	3 8%	1 1%	8 13%D	2 5%	3 7%	4 7%	2 5%	7 7%	3 8%	6 6%	2 8%	3 7%	5 9%D
(2)	7 5%	3 9%	7 7%	- -	2 3%	4 6%	1 3%	1 2%	5 8%	3 8%	4 4%	3 8%	4 4%	- -	3 7%	3 6%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415845

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 103

W Q7F: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate MILLER BREWING.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	OPIN	PRIM	NON-	NON-	NON-	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-		
	-ION	-ARY	-ARY	BEER	BEER	SMOKR	SMOKR	SMOKR	VEST	IN-	CHAR-	CHAR-	WRKNG	WRKNG	SMKNG	
TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VEST	VEST	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unfavorable	18	6	16	2	4	14	4	3	11	4	14	3	15	1	6	10
impression (1)	13%	17%	15%	5%	5%	22%	10%	7%	18%	10%	13%	8%	14%	4%	14%	19%
						G										
Mean	5.9	5.3	5.7E	6.4EH	7.0AB	4.5	6.2E	6.4EH	5.3	5.8E	5.9E	5.7E	5.9E	6.4	5.9E	5.2
				O	EHIJK			O								
					LNO											
Standard Deviation	2.88	3.01	2.97	2.59	2.44	2.83	2.85	2.66	3.00	2.66	2.97	2.74	2.94	2.57	3.13	2.95
Standard Error	0.24	0.51	0.29	0.42	0.27	0.36	0.45	0.41	0.38	0.43	0.29	0.45	0.28	0.51	0.48	0.40

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415846

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 104

W Q7G: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate PHILIP MORRIS.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN- ION	PRIM- ARY	PRIM- ARY	BEER DRNKR	NON- BEER DRNKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG		
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Favorable impression (10)	4 3%	- -	2 2%	2 5%	2 3%	2 3%	3 8%	- -	1 2%	1 3%	3 3%	2 5%	2 2%	- -	3 7%	- -
(9)	5 3%	1 3%	3 3%	2 5%	3 4%	2 3%	1 3%	1 2%	3 5%	3 8%	2 2%	1 3%	4 4%	1 4%	1 2%	2 4%
(8)	9 6%	3 9%	5 5%	4 11%	6 8%	2 3%	7 18%BEG HILNO	1 2%	1 2%	1 3%	8 8%	2 5%	7 7%	4 16%	1 2%	1 2%
(7)	6 4%	- -	4 4%	2 5%	4 5%	2 3%	1 3%	3 7%	2 3%	- -	6 6%	2 5%	4 4%	- -	3 7%	- -
(6)	4 3%	1 3%	1 1%	3 8%B0	3 4%	1 2%	2 5%	1 2%	1 2%	- -	4 4%	2 5%	2 2%	- -	- -	- -
(5)	22 15%	3 9%	17 16%	5 13%	17 22%EGO	5 8%	10 25%EGO	3 7%	9 15%	5 13%	17 16%	7 19%	15 14%	3 12%	7 17%	2 4%
(4)	6 4%	1 3%	6 6%	- -	2 3%	4 6%	2 5%	1 2%	3 5%	1 3%	5 5%	1 3%	5 5%	1 4%	- -	1 2%
(3)	11 8%	3 9%	9 8%	2 5%	7 9%	3 5%	2 5%	4 9%	5 8%	3 8%	8 8%	- -	11 10%	1 4%	2 5%	4 7%
(2)	15 10%	3 9%	11 10%	4 11%	4 5%	11 17%	4 10%	6 14%	5 8%	3 8%	12 11%	5 14%	10 9%	3 12%	6 14%	6 11%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415817

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 104

W Q7G: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate PHILIP MORRIS.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
		OPIN- ION	PRIM- ARY	NON- PRIM- ARY	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG		ANTI- WRKNG SMKNG
	TOTAL	LEADR	SHPPR	SHPPR												
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Unfavorable impression (1)	59 41%	19 54%F	45 42%F	14 37%	30 38%	29 46%F	8 20%	23 53%F	28 46%F	21 54%F	38 36%	14 38%	45 42%F	11 44%	19 45%F	38 70%BCDEFHJKLN
Don't know/Refused	3 2%	1 3%	3 3%	- -	1 1%	2 3%	- -	- -	3 5%	1 3%	2 2%	1 3%	2 2%	1 4%	- -	- -
Mean	3.4	2.7	3.10	4.1AE GO	3.8GO	2.90	4.8AB DEGHI JLNO	2.6	3.00	2.90	3.6GO	3.70	3.30	3.3	3.30	1.9
Standard Deviation	2.75	2.52	2.56	3.14	2.78	2.62	2.92	2.29	2.58	2.80	2.72	2.95	2.68	2.90	2.97	1.93
Standard Error	0.23	0.43	0.25	0.51	0.32	0.34	0.46	0.35	0.34	0.45	0.27	0.49	0.26	0.59	0.46	0.26

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415848

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 105

W Q7H: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate H.J. HEINZ.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	TOTAL	OPIN	PRIM	NON-	BEER	NON-	SMOKR	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-
		-ION	-ARY	-ARY		BEER										
LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Favorable impression (10)	24 17%	3 9%	18 17%	6 16%	9 11%	14 22%	3 8%	5 12%	16 26%	3 8%	21 20%	7 19%	17 16%	10 40%	7 17%	10 19%
(9)	18 13%	4 11%	16 15%	2 5%	11 14%	7 11%	4 10%	8 19%	6 10%	4 10%	14 13%	6 16%	12 11%	1 4%	5 12%	7 13%
(8)	29 20%	6 17%	21 20%	8 21%	16 20%	12 19%	10 25%	7 16%	12 20%	9 23%	20 19%	10 27%	19 18%	4 16%	9 21%	7 13%
(7)	22 15%	9 26%	17 16%	5 13%	16 20%	6 10%	6 15%	6 14%	10 16%	7 18%	15 14%	3 8%	19 18%	2 8%	6 14%	11 20%
(6)	25 17%	6 17%	15 14%	10 26%	12 15%	13 21%	8 20%	11 26%	6 10%	8 21%	17 16%	4 11%	21 20%	4 16%	7 17%	9 17%
(5)	19 13%	5 14%	15 14%	4 11%	11 14%	8 13%	5 13%	4 9%	10 16%	6 15%	13 12%	5 14%	14 13%	2 8%	6 14%	8 15%
(4)	5 3%	2 6%	3 3%	2 5%	3 4%	2 3%	4 10%	1 2%	- -	1 3%	4 4%	2 5%	3 3%	2 8%	1 2%	1 2%
(3)	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	1 3%	- -	- -	1 1%	- -	1 2%	- -
Unfavorable impression (1)	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%
Mean	7.3	7.0	7.4	7.1	7.2	7.4	6.9	7.3	7.7	7.0	7.5	7.6	7.2	7.9	7.3	7.3

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415849

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 105

W Q7H: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate H.J. HEINZ.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	OPIN	PRIM	NON-		NON-						NON-	NON-				
	-ION	-ARY	-ARY	BEER	BEER		FORMR	NON-	IN-		IN-	CHAR-	CHAR-	NOT		ANTI-
TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR		VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I		J	K	L	M	N	O
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Deviation	1.87	1.65	1.86	1.87	1.74	2.02	1.73	1.78	1.98	1.69	1.92	1.86	1.87	2.13	1.87	1.97
Standard Error	0.16	0.28	0.18	0.30	0.20	0.25	0.27	0.27	0.25	0.27	0.19	0.31	0.18	0.43	0.29	0.27

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415850

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 106

W Q71: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate PROCTOR & GAMBLE.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
		NON- PRIM- ARY	PRIM- ARY	NON- PRIM- ARY	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR							
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Favorable impression (10)	20 14%	3 9%	18 17%	2 5%	8 10%	12 19%	5 13%	6 14%	9 15%	5 13%	15 14%	5 14%	15 14%	8 32%	9 21%	8 15%
(9)	25 17%	7 20%	19 18%	6 16%	16 20%	9 14%	7 18%	7 16%	11 18%	6 15%	19 18%	8 22%	17 16%	3 12%	7 17%	11 20%
(8)	33 23%	9 26%	23 22%	10 26%	18 23%	14 22%	10 25%	10 23%	13 21%	8 21%	25 24%	9 24%	24 22%	3 12%	12 29%	10 19%
(7)	27 19%	8 23%	23 22%	4 11%	14 18%	13 21%	6 15%	5 12%	16 26%	7 18%	20 19%	4 11%	23 21%	2 8%	5 12%	11 20%
(6)	17 12%	4 11%	11 10%	6 16%	10 13%	7 11%	2 5%	7 16%	8 13%	9 23%	8 8%	6 16%	11 10%	3 12%	4 10%	9 17%
(5)	10 7%	3 9%	7 7%	3 8%	6 8%	4 6%	5 13%	4 9%	1 2%	2 5%	8 8%	3 8%	7 7%	4 16%	2 5%	2 4%
(4)	5 3%	1 3%	1 1%	4 11%	3 4%	1 2%	4 10%	1 2%	- -	- -	5 5%	2 5%	3 3%	1 4%	1 2%	1 2%
(3)	2 1%	- -	- -	2 5%	2 3%	- -	1 3%	1 2%	- -	1 3%	1 1%	- -	2 2%	- -	- -	1 2%
(2)	2 1%	- -	1 1%	1 3%	- -	2 3%	- -	1 2%	1 2%	- -	2 2%	- -	2 2%	1 4%	1 2%	- -

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415851



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 106

W Q71: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate PROCTOR & GAMBLE.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	-----															
	OPIN -ION	PRIM -ARY	PRIM -ARY	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Unfavorable impression (1)	3 2%	- -	3 3%	- -	2 3%	1 2%	- -	1 2%	2 3%	1 3%	2 2%	- -	3 3%	- -	1 2%	1 2%
Mean	7.4	7.5	7.6C	6.8	7.3	7.5	7.3	7.2	7.6	7.3	7.4	7.6	7.3	7.6	7.7C	7.6
Standard Deviation	2.02	1.52	1.96	2.09	2.00	2.04	1.99	2.18	1.94	1.94	2.06	1.74	2.11	2.35	2.10	1.88
Standard Error	0.17	0.26	0.19	0.34	0.23	0.26	0.31	0.33	0.25	0.31	0.20	0.29	0.20	0.47	0.32	0.26

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415852

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 107

W Q7J: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate LEVER BROTHERS.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION	PRIM -ARY	PRIM -ARY	BEER DRNKR	BEER DRNKR	FORMR SMOKR	NON- SMOKR	IN- VEST	NON- IN- VEST	CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG		
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	VEST	VEST	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unfavorable impression (1)	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415853

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 108

W Q7A: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate JOHNSON & JOHNSON.

B 2: QUOTA GROUP

QUOTA GROUP																
TOTAL	NON-															
	OPIN- ION LEADR	PRIM- ARY SHPPR	PRIM- ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Favorable impression (10)	37 26%	7 20%	32 30%	5 13%	19 24%	17 27%	11 28%	10 23%	16 26%	8 21%	29 28%	8 22%	29 27%	9 36%	13 31%	13 24%
(9)	28 19%	7 20%	18 17%	10 26%	15 19%	13 21%	7 18%	11 26%	10 16%	8 21%	20 19%	9 24%	19 18%	3 12%	10 24%	10 19%
(8)	34 24%	12 34%	25 JN 24%	9 24%	20 25%	13 21%	10 25%	12 28%	12 20%	15 38% HJN	19 18%	10 27%	24 22%	5 20%	6 14%	14 26%
(7)	25 17%	7 20%	16 15%	9 24% F	15 19% F	10 16%	2 5%	8 19%	15 25% F	7 18%	18 17%	4 11%	21 20% F	1 4%	8 19%	12 22% F
(6)	7 5%	- -	4 4%	3 8% O	5 6%	2 3%	5 13% AGK O	- -	2 3%	1 3%	6 6%	- -	7 7%	3 12%	2 5%	- -
(5)	8 6%	1 3%	7 7%	1 3%	3 4%	5 8%	3 8%	1 2%	4 7%	- -	8 8%	5 14% IL	3 3%	2 8%	2 5%	3 6%
(4)	1 1%	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%
(2)	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	1 4%	- -	- -
Unfavorable impression (1)	3 2%	- -	2 2%	1 3%	1 1%	2 3%	1 3%	1 2%	1 2%	- -	3 3%	1 3%	2 2%	1 4%	1 2%	1 2%
Mean	8.1	8.2	8.1	7.9	8.1	8.0	7.9	8.3	8.0	8.4	7.9	8.0	8.1	7.8	8.3	8.1

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415854

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 108

W Q7A: I'm interested in how you feel towards some of these companies. Please use a scale of 1 to 10 where "1" means you have an UNFAVORABLE impression and a 10 means you have a FAVORABLE impression.

Overall, based on everything you know or may have heard how would you rate JOHNSON & JOHNSON.

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
		OPIN	PRIM	NON-								NON-	NON-			
	TOTAL	-ION	-ARY	-ARY	BEER	BEER		FORMR	NON-	IN-		IN-	CHAR-	CHAR-	NOT	ANTI-
	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VEST		VEST	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I		J	K	L	M	N	O
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Deviation	1.87	1.39	1.93	1.71	1.75	2.04	2.17	1.64	1.82	1.09	2.08	1.96	1.84	2.53	1.86	1.77
Standard Error	0.16	0.23	0.19	0.28	0.20	0.26	0.34	0.25	0.23	0.17	0.20	0.32	0.18	0.51	0.29	0.24

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115855

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 109

W Q10: If someone asked you to describe Philip Morris, how would you describe them? What do they do or make?  
 B 2: QUOTA GROUP

QUOTA GROUP																
	TOTAL	OPIN- LEADR	PRIM- ARY SHPPR	PRIM- ARY SHPPR	BEER- DRNKR	NON- BEER- DRNKR	SMOKR	FORMR- SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT- WRKNG	WRKNG	ANTI- SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Philip Morris Is A Successful / Respected Business	8 6%	2 6%	4 4%	4 11%	4 5%	3 5%	2 5%	2 5%	4 7%	3 8%	5 5%	- -	8 7%	- -	4 10%	2 4%
Philip Morris Is An Old Established Company	5 3%	2 6%	4 4%	1 3%	2 3%	3 5%	1 3%	1 2%	3 5%	2 5%	3 3%	3 8%	2 2%	3 12%	- -	2 4%
Philip Morris Is A Big Company	6 4%	2 6%	3 3%	3 8%	5 6%	1 2%	3 8%	1 2%	2 3%	1 3%	5 5%	1 3%	5 5%	2 8%	1 2%	1 2%
Philip Morris Is A Conglomerate / Diversified Company	20 14%	1 3%	16 15%	4 11%	11 14%	9 14%	5 13%	2 5%	13 21%	7 18%	13 12%	5 14%	15 14%	1 4%	5 12%	7 13%
Philip Morris Not As Diversified As RJR Nabisco	1 1%	- -	- -	1 3%	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	- -
Philip Morris Is A Tobacco / Cigarette Company	89 62%	23 66%	66 62%	23 61%	53 67%	35 56%	29 73%	35 81%	25 41%	28 72%	61 58%	25 68%	64 60%	15 60%	23 55%	37 69%
Philip Morris Makes Things Other Than Cigarettes / Don't Know What It Is	8 6%	3 9%	6 6%	2 5%	3 4%	5 8%	4 10%	1 2%	3 5%	3 8%	5 5%	1 3%	7 7%	3 12%	3 7%	2 4%
Philip Morris Makes Other Products / Does Other Things	5 3%	3 9%	5 5%	- -	3 4%	2 3%	- -	- -	5 8%	- -	5 5%	1 3%	4 4%	1 4%	1 2%	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415856

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 109

W Q10: If someone asked you to describe Philip Morris, how would you describe them? What do they do or make?  
 B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	TOTAL	OPIN- ION	PRIM- ARY	NON- ARY	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VEST	NON- IN- VEST	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
		LEADR	SHPPR	SHPPR												
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
I Don't Know Who They Are	17 12%	1 3%	13 12% 10	4 11% 11	8 10% 10	9 14% 10	5 13% 10	2 5%	10 16% 10	- 0	17 16% 10	6 16% 10	11 10% 10	4 16%	9 21% 10	1 2%
Philip Morris Has Gone To Other Countries	1 1%	- -	- -	1 3%	- -	1 2%	- -	1 2%	- -	- -	1 1%	- -	1 1%	1 4%	- -	1 2%
Philip Morris Was Well Known In The Past / Don't Hear About Them Anymore	2 1%	- -	2 2%	- -	1 1%	1 2%	- -	1 2%	1 2%	- -	2 2%	- -	2 2%	1 4%	- -	- -
Philip Morris Company Is In Decline	9 6%	2 6%	6 6%	3 8%	7 9%	2 3%	3 8%	2 5%	4 7%	4 10%	5 5%	5 14% L	4 4%	- -	3 7%	2 4%
Location Of Philip Morris Company	3 2%	1 3%	2 2%	1 3%	1 1%	1 2%	1 3%	- -	2 3%	- -	3 3%	- -	3 3%	1 4%	2 5%	1 2%
Philip Morris Catalog / Magazine	3 2%	- -	3 3%	- -	2 3%	1 2%	- -	3 7% HJ	- -	2 5%	1 1%	- -	3 3%	1 4%	1 2%	1 2%
Government Money Goes To Tobacco Companies / Could Be Better Spent	3 2%	1 3%	2 2%	1 3%	2 3%	1 2%	- -	1 2%	2 3%	1 3%	2 2%	- -	3 3%	- -	2 5%	3 6%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415857

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 109

W Q10: If someone asked you to describe Philip Morris, how would you describe them? What do they do or make?  
 B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION LEADR	PRIM -ARY SHPPR	PRIM -ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VEST	NON- IN- VEST	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Philip Morris / Deceitful / Irresponsible Company	10 7%	4 11%K	7 7%	3 8%	5 6%	5 8%	2 5%	5 12%K	3 5%	2 5%	8 8%	- -	10 9%	2 8%	1 2%	8 15%KN
Remember Old Cigarette Commercials	8 6%	1 3%	6 6%	2 5%	6 8%	2 3%	1 3%	4 9%	3 5%	1 3%	7 7%	2 5%	6 6%	3 12%	2 5%	3 6%
Philip Morris Ads Are Low Key	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 1%	- -	1 1%	- -	- -	- -
Cigarette Brands Made By Philip Morris	2 1%	- -	1 1%	1 3%	2 3%	- -	2 5%L	- -	- -	1 3%	1 1%	2 5%L	- -	- -	- -	- -
Philip Morris Markets An Unhealthy Product	23 16%	9 26%	19 18%	4 11%	11 14%	11 17%	4 10%	6 14%	13 21%	9 23%	14 13%	5 14%	18 17%	3 12%	8 19%	21 39%BCDEFGHJKLN
Second Hand Smoke	3 2%	2 6%	2 2%	1 3%	2 3%	1 2%	1 3%	- -	2 3%	1 3%	2 2%	2 5%	1 1%	- -	- -	2 4%
Tobacco Kills / Killers	5 3%	4 11%G	4 4%	1 3%	2 3%	3 5%	1 3%	- -	4 7%	1 3%	4 4%	1 3%	4 4%	- -	2 5%	5 9%G
Rationalize Tobacco Image / Clear Their Conscience	2 1%	- -	2 2%	- -	- -	2 3%	- -	- -	2 3%	- -	2 2%	- -	2 2%	- -	1 2%	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415858

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 109

W Q10: If someone asked you to describe Philip Morris, how would you describe them? What do they do or make?  
 B 2: QUOTA GROUP

	QUOTA GROUP															
	TOTAL	OPIN -ION LEADR	PRIM -ARY SHPPR	PRIM -ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
General Negative	8 6%	4 11%F	7 7%	1 3%	2 3%	6 10%F	-	3 7%	5 8%	1 3%	7 7%	2 5%	6 6%	2 8%	4 10%	5 9%
General Positive	4 3%	-	4 4%	-	2 3%	1 2%	1 3%	1 2%	2 3%	1 3%	3 3%	-	4 4%	-	2 5%	1 2%
Don't know/Refused	1 1%	-	1 1%	-	-	1 2%	-	-	1 2%	1 3%	-	-	1 1%	-	-	-

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115859



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 111

W Q21xa: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Giving employees the authority to make decisions

B 2: QUOTA GROUP

## NEW JERSEY ONLY

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION	PRIM -ARY	PRIM -ARY	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Least important (10)	6 4%	2 6%	3 3%	3 8%	5 6%	1 2%	4 10%	1 2%	1 2%	2 5%	4 4%	4 11% EHL	2 2%	- -	1 2%	2 4%
(9)	3 2%	1 3%	2 2%	1 3%	2 3%	1 2%	- -	2 5%	1 2%	1 3%	2 2%	- -	3 3%	- -	1 2%	2 4%
(8)	8 6%	3 9%	5 5%	3 8%	2 3%	6 10% N	2 5%	2 5%	4 7%	3 8%	5 5%	3 8%	5 5%	2 8%	- -	6 11% DN
(7)	3 2%	1 3%	2 2%	1 3%	2 3%	1 2%	- -	- -	3 5%	1 3%	2 2%	- -	3 3%	2 8%	- -	2 4%
(6)	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%
(5)	2 1%	1 3%	1 1%	1 3%	1 1%	1 2%	1 3%	- -	1 2%	2 5% J	- -	- -	2 2%	- -	1 2%	1 2%
(3)	3 2%	- -	3 3%	- -	1 1%	2 3%	1 3%	- -	2 3%	2 5%	1 1%	- -	3 3%	- -	1 2%	1 2%
(2)	2 1%	1 3%	2 2%	- -	1 1%	1 2%	- -	1 2%	1 2%	1 3%	1 1%	- -	2 2%	- -	- -	2 4%
Most important (1)	3 2%	- -	2 2%	1 3%	2 3%	- -	3 8% EH	- -	- -	- -	3 3%	- -	3 3%	- -	2 5%	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415860

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 111

W Q21xa: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Giving employees the authority to make decisions

B 2: QUOTA GROUP

### NEW JERSEY ONLY

QUOTA GROUP																
	OPIN	PRIM	NON-	PRIM	BEER	NON-	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT		ANTI-
	-ION	-ARY	-ARY	-ARY	BEER	BEER	SMOKR	SMOKR	SMOKR	VEST	IN-	CHAR-	CHAR-	WRKNG	WRKNG	SMKNG
	LEADR	SHPPR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VEST	VEST	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know/Refused	113	26	85	28	62	50	29	37	47	27	86	30	83	21	36	36
	78%	74%	80%	74%	78%	79%	73%	86%	77%	69%	82%	81%	78%	84%	86%	67%
Mean	6.6	7.4	6.1	7.6	6.8	6.7	6.1	7.7	6.5	6.5	6.6	9.1	5.8	7.5	4.8	6.6
Standard Deviation	3.07	2.55	3.14	2.80	3.28	2.56	3.96	2.88	2.41	2.81	3.30	1.07	3.07	0.58	3.92	2.83
Standard Error	0.55	0.85	0.69	0.88	0.80	0.71	1.19	1.17	0.64	0.81	0.76	0.40	0.63	0.29	1.60	0.67

The Wirthlin Group

Significance Testing at the 95% Confidence Level

1985115861

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 112

W Q21xb: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Being responsive to individuals by providing products they want

B 2: QUOTA GROUP

## NEW JERSEY ONLY

	QUOTA GROUP																
	=====																
		OPIN -ION	PRIM -ARY	NON- PRIM -ARY	BEER DRNKR	NON- BEER DRNKR		FORMR SMOKR	NON- SMOKR	IN- VESTR		NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR								
	A	B	C	D	E	F	G	H	I		J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%	
Least important (10)	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	1 3%	- -	- -	1 1%	- -	- -	- -	
(8)	1 1%	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	1 2%	1 2%	
(7)	2 1%	1 3%	- -	2 5%	1 1%	1 2%	1 3%	1 2%	- -	- -	2 2%	1 3%	1 1%	- -	- -	1 2%	
(6)	1 1%	1 3%	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	1 2%	
(5)	5 3%	1 3%	4 4%	1 3%	2 3%	3 5%	1 3%	- -	4 7%	2 5%	3 3%	2 5%	3 3%	- -	- -	4 7%	
(4)	5 3%	2 6%	3 3%	2 5%	4 5%	1 2%	2 5%	1 2%	2 3%	2 5%	3 3%	2 5%	3 3%	- -	1 2%	2 4%	
(3)	6 4%	2 6%	5 5%	1 3%	2 3%	3 5%	3 8%	- -	3 5%	2 5%	4 4%	1 3%	5 5%	1 4%	2 5%	4 7%	
(2)	5 3%	- -	4 4%	1 3%	3 4%	2 3%	2 5%	1 2%	2 3%	2 5%	3 3%	- -	5 5%	2 8%	1 2%	2 4%	
Most important (1)	5 3%	1 3%	3 3%	2 5%	3 4%	2 3%	1 3%	3 7%	1 2%	2 5%	3 3%	1 3%	4 4%	1 4%	- -	3 6%	

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115862

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

W Q21xb: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Table 112

Being responsive to individuals by providing products they want

B 2: QUOTA GROUP

## NEW JERSEY ONLY

QUOTA GROUP																
	OPIN -ION	PRIM -ARY	NON- PRIM -ARY	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know/Refused	113	26	85	28	62	50	29	37	47	27	86	30	83	21	36	36
	78%	74%	80%	74%	78%	79%	73%	86%	77%	69%	82%	81%	78%	84%	86%	67%
Mean	3.7	4.6	3.4	4.4	3.8	3.8	4.0	2.7	4.0	4.0	3.6	4.1	3.6	2.0	4.3	3.8
Standard Deviation	2.22	2.19	1.80	2.91	2.39	2.17	2.57	2.42	1.84	2.73	1.89	1.86	2.34	0.82	2.25	2.05
Standard Error	0.40	0.73	0.39	0.92	0.58	0.60	0.77	0.99	0.49	0.79	0.43	0.70	0.48	0.41	0.92	0.48

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115863

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 113

W Q21xc: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Creating new products

B 2: QUOTA GROUP

## NEW JERSEY ONLY

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION	PRIM -ARY	PRIM -ARY	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Least important (10)	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	- -	1 2%
(9)	5 3%	3 9%	3 3%	2 5%	3 4%	2 3%	2 5%	1 2%	2 3%	3 8%	2 2%	2 5%	3 3%	1 4%	1 2%	3 6%
(8)	5 3%	2 6%	5 5%	- -	4 5%	1 2%	3 8%	- -	2 3%	2 5%	3 3%	1 3%	4 4%	- -	2 5%	2 4%
(7)	5 3%	2 6%	5 5%	- -	2 3%	3 5%	1 3%	- -	4 7%	2 5%	3 3%	1 3%	4 4%	- -	1 2%	5 9%
(6)	5 3%	1 3%	2 2%	3 8%	2 3%	3 5%	1 3%	3 7%	1 2%	1 3%	4 4%	- -	5 5%	1 4%	1 2%	3 6%
(5)	2 1%	1 3%	- -	2 5%	2 3%	- -	1 3%	- -	1 2%	1 3%	1 1%	1 3%	1 1%	- -	- -	1 2%
(4)	4 3%	- -	3 3%	1 3%	2 3%	1 2%	1 3%	1 2%	2 3%	- -	4 4%	1 3%	3 3%	2 8%	1 2%	2 4%
(3)	2 1%	- -	1 1%	1 3%	1 1%	1 2%	- -	1 2%	1 2%	1 3%	1 1%	- -	2 2%	- -	- -	1 2%
(2)	2 1%	- -	1 1%	1 3%	1 1%	1 2%	2 5%	- -	- -	1 3%	1 1%	1 3%	1 1%	- -	- -	- -

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415864

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

W Q21xc: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Table 113

Creating new products

B 2: QUOTA GROUP

## NEW JERSEY ONLY

QUOTA GROUP																
	OPIN	PRIM	NON-		NON-						NON-	NON-				
	-ION	-ARY	PRIM	BEER	BEER		FORMR	NON-	IN-		IN-	CHAR-	CHAR-	NOT		ANTI-
TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR		VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I		J	K	L	M	N	O
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know/Refused	113	26	85	28	62	50	29	37	47	27	86	30	83	21	36	36
	78%	74%	80%	74%	78%	79%	73%	86%	77%	69%	82%	81%	78%	84%	86%	67%
Mean	6.3	7.6	6.7	5.5	6.4	6.5	6.2	5.7	6.7	6.9	5.9	6.3	6.3	5.8	7.0	6.8
Standard Deviation	2.24	1.42	2.17	2.27	2.21	2.37	2.60	2.07	2.09	2.50	2.04	2.69	2.16	2.36	1.79	1.93
Standard Error	0.40	0.47	0.47	0.72	0.54	0.66	0.78	0.84	0.56	0.72	0.47	1.02	0.44	1.18	0.73	0.45

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415865

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 114

W Q21xd: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Doing research and development to develop new products

B 2: QUOTA GROUP

## NEW JERSEY ONLY

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION	PRIM -ARY	PRIM -ARY	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Least important (10)	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	- -	1 1%	1 3%	- -	- -	- -	- -
(7)	6 4%	2 6%	5 5%	1 3%	4 5%	2 3%	5 13%GHL	- -	1 2%	2 5%	4 4%	2 5%	4 4%	1 4%	2 5%	2 4%
(6)	4 3%	1 3%	2 2%	2 5%	2 3%	2 3%	1 3%	1 2%	2 3%	1 3%	3 3%	2 5%	2 2%	- -	- -	2 4%
(5)	8 6%	2 6%	5 5%	3 8%	4 5%	3 5%	3 8%	3 7%	2 3%	3 8%	5 5%	- -	8 7%	- -	3 7%	5 9%
(4)	2 1%	1 3%	1 1%	1 3%	1 1%	1 2%	- -	- -	2 3%	1 3%	1 1%	- -	2 2%	- -	- -	2 4%
(3)	4 3%	2 6%	4 4%	- -	2 3%	2 3%	- -	2 5%	2 3%	2 5%	2 2%	1 3%	3 3%	2 8%	- -	3 6%
(2)	2 1%	- -	2 2%	- -	- -	2 3%	- -	- -	2 3%	2 5%DJ	- -	- -	2 2%	- -	- -	1 2%
Most important (1)	4 3%	1 3%	2 2%	2 5%	3 4%	1 2%	1 3%	- -	3 5%	1 3%	3 3%	1 3%	3 3%	1 4%	1 2%	3 6%
Don't know/Refused	113 78%	26 74%	85 80%	28 74%	62 78%	50 79%	29 73%	37 86%O	47 77%	27 69%	86 82%O	30 81%	83 78%	21 84%	36 86%O	36 67%
Mean	4.6	4.6	4.5	5.0	4.9	4.3	6.1	4.5	3.6	4.2	4.9	5.7	4.3	3.5	5.0	4.1

The Wirthlin Group

Significance Testing at the 95% Confidence Level

9985145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 114

W Q21xd: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Doing research and development to develop new products

B 2: QUOTA GROUP

## NEW JERSEY ONLY

## QUOTA GROUP

	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	NON-	NON-	NON-	NON-	NON-	NON-	NON-	NON-	NON-	NON-	NON-	NON-	NON-	NON-	NON-	NON-
	OPIN	PRIM	PRIM	BEER	BEER	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-		
	-ION	-ARY	-ARY	BEER	BEER	SMOKR	SMOKR	SMOKR	IN-	IN-	CHAR-	CHAR-	WRKNG	WRKNG	SMKNG	
	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Deviation	2.23	2.01	2.04	2.67	2.50	1.97	2.21	1.22	2.03	1.99	2.37	2.93	1.95	2.52	2.19	1.95
Standard Error	0.40	0.67	0.45	0.84	0.61	0.55	0.67	0.50	0.54	0.58	0.54	1.11	0.40	1.26	0.89	0.46

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115867



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 115

W Q21xe: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Devoting resources to benefit the communities in which they are located

B 2: QUOTA GROUP

## NEW JERSEY ONLY

	QUOTA GROUP															
	=====															
	TOTAL	OPIN- ION LEADR	NON- PRIM- ARY SHPPR	NON- PRIM- ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
(9)	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	1 4%	- -	- -
(8)	3 2%	- -	3 3%	- -	- -	2 3%	2 5%	- -	1 2%	- -	3 3%	1 3%	2 2%	1 4%	1 2%	1 2%
(7)	2 1%	- -	1 1%	1 3%	1 1%	1 2%	- -	1 2%	1 2%	1 3%	1 1%	- -	2 2%	- -	- -	1 2%
(6)	3 2%	1 3%	2 2%	1 3%	1 1%	2 3%	1 3%	- -	2 3%	2 5%	1 1%	1 3%	2 2%	- -	- -	2 4%
(5)	2 1%	1 3%	2 2%	- -	1 1%	1 2%	1 3%	1 2%	- -	1 3%	1 1%	1 3%	1 1%	1 4%	- -	1 2%
(4)	6 4%	2 6%	5 5%	1 3%	3 4%	3 5%	2 5%	2 5%	2 3%	4 10%JN	2 2%	2 5%	4 4%	- -	- -	5 9%JN
(3)	3 2%	- -	1 1%	2 5%	3 4%	- -	1 3%	1 2%	1 2%	- -	3 3%	- -	3 3%	1 4%	- -	1 2%
(2)	7 5%	4 11%BE	2 2%	5 13%BE	6 8%	1 2%	3 8%	1 2%	3 5%	2 5%	5 5%	2 5%	5 5%	- -	3 7%	5 9%B
Most important (1)	4 3%	1 3%	4 4%	- -	1 1%	3 5%	1 3%	- -	3 5%	2 5%	2 2%	- -	4 4%	- -	2 5%	2 4%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415868

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 115

W Q21xe: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Devoting resources to benefit the communities in which they are located

B 2: QUOTA GROUP

## NEW JERSEY ONLY

## QUOTA GROUP

	=====															
	=====															
	OPIN	PRIM	PRIM	NON-	NON-	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-		
	-ION	-ARY	-ARY	BEER	BEER	SMOKR	SMOKR	SMOKR	VEST	IN-	CHAR-	CHAR-	WRKNG	WRKNG	SMKNG	
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	VEST	VEST	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know/Refused	113	26	85	28	62	50	29	37	47	27	86	30	83	21	36	36
	78%	74%	80%	74%	78%	79%	73%	86%	77%	69%	82%	81%	78%	84%	86%	67%
Mean	4.1	3.1	4.4	3.3	3.6	4.4	4.1	4.2	4.0	3.8	4.2	4.4	4.0	6.3	2.7	3.7
Standard Deviation	2.39	1.69	2.58	1.83	2.12	2.57	2.43	1.72	2.75	1.99	2.66	2.15	2.49	2.75	2.66	2.05
Standard Error	0.43	0.56	0.56	0.58	0.51	0.71	0.73	0.70	0.73	0.58	0.61	0.81	0.51	1.38	1.09	0.48

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415869

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 116

W Q21xf: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Producing products that are environmentally safe

B 2: QUOTA GROUP

## NEW JERSEY ONLY

	QUOTA GROUP															
	=====															
	OPIN	PRIM	PRIM	BEER	NON-	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-		
	-ION	-ARY	-ARY	DRNKR	BEER	SMOKR	SMOKR	SMOKR	IN-	IN-	CHAR-	CHAR-	WRKNG	WRKNG	SMKNG	
	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VEST	VEST	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(9)	1	1	1	-	-	1	-	-	1	1	-	1	-	-	-	1
	1%	3%	1%	-	-	2%	-	-	2%	3%	-	3%	-	-	-	2%
(8)	2	1	-	2	2	-	-	-	2	1	1	1	1	-	-	2
	1%	3%	-	5%B	3%	-	-	-	3%	3%	1%	3%	1%	-	-	4%B
(7)	2	-	-	2	2	-	2	-	-	1	1	1	1	-	-	-
	1%	-	-	5%B	3%	-	5%B	-	-	3%	1%	3%	1%	-	-	-
(6)	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-
	1%	-	1%	-	-	-	3%	-	-	-	1%	-	1%	-	2%	-
(5)	5	1	5	-	2	3	1	1	3	1	4	1	4	2	-	3
	3%	3%	5%	-	3%	5%	3%	2%	5%	3%	4%	3%	4%	8%	-	6%
(4)	4	1	4	-	2	2	2	-	2	3	1	-	4	-	2	2
	3%	3%	4%	-	3%	3%	5%	-	3%	8%J	1%	-	4%	-	5%	4%
(3)	4	2	2	2	2	2	1	2	1	1	3	-	4	-	2	3
	3%	6%	2%	5%	3%	3%	3%	5%	2%	3%	3%	-	4%	-	5%	6%
(2)	6	1	4	2	3	3	2	2	2	1	5	1	5	1	1	4
	4%	3%	4%	5%	4%	5%	5%	5%	3%	3%	5%	3%	5%	4%	2%	7%
Most important (1)	6	2	4	2	4	2	2	1	3	3	3	2	4	1	-	3
	4%	6%	4%	5%	5%	3%	5%	2%	5%	8%	3%	5%	4%	4%	-	6%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415870

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

W Q21xf: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Table 116

Producing products that are environmentally safe

B 2: QUOTA GROUP

## NEW JERSEY ONLY

	QUOTA GROUP																
	=====																
		NON-				NON-		FORMR	NON-	IN-		NON-	NON-	CHAR-	NOT		ANTI-
	TOTAL	OPIN- ION LEADR	PRIM- ARY SHPPR	PRIM- ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	SMOKR	SMOKR	IN- VESTR		IN- VESTR	CHAR- ITBLE	CHAR- ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I		J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%	
Don't know/Refused	113 78%	26 74%	85 80%	28 74%	62 78%	50 79%	29 73%	37 86%	47 77%	27 69%	86 82%	30 81%	83 78%	21 84%	36 86%	36 67%	
Mean	3.7	4.0	3.5	4.2	3.8	3.5	3.8	2.7	4.1	4.1	3.5	4.7	3.5	3.3	3.7	3.8	
Standard Deviation	2.34	2.87	2.04	2.94	2.51	2.18	2.23	1.37	2.71	2.75	2.09	3.40	1.93	2.06	1.37	2.49	
Standard Error	0.42	0.96	0.45	0.93	0.61	0.61	0.67	0.56	0.73	0.79	0.48	1.29	0.39	1.03	0.56	0.59	

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415871

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 117

W Q21xg: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Providing maximum returns on shareholder investments

B 2: QUOTA GROUP

## NEW JERSEY ONLY

## QUOTA GROUP

=====																
		OPIN- ION LEADR	PRIM- ARY SHPPR	NON- PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
=====																
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Least important (10)	7 5%	3 9%	6 6%	1 3%	4 5%	3 5%	1 3%	1 2%	5 8%	3 8%	4 4%	- -	7 7%	1 4%	2 5%	5 9%
(9)	7 5%	1 3%	5 5%	2 5%	2 3%	4 6%	2 5%	2 5%	3 5%	1 3%	6 6%	- -	7 7%	1 4%	2 5%	5 9%
(8)	6 4%	1 3%	3 3%	3 8%	5 6%	1 2%	3 8%	1 2%	2 3%	3 8%	3 3%	1 3%	5 5%	1 4%	1 2%	2 4%
(7)	2 1%	- -	1 1%	1 3%	1 1%	1 2%	- -	2 5%	- -	1 3%	1 1%	- -	2 2%	- -	- -	1 2%
(6)	1 1%	1 3%	1 1%	- -	1 1%	- -	1 3%	- -	- -	1 3%	- -	1 3%	- -	- -	- -	- -
(5)	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	- -	1 1%	1 3%	- -	- -	- -	- -
(4)	2 1%	- -	1 1%	1 3%	1 1%	1 2%	2 5%	- -	- -	- -	2 2%	1 3%	1 1%	1 4%	- -	- -
(3)	4 3%	2 6%	3 3%	1 3%	2 3%	2 3%	1 3%	- -	3 5%	2 5%	2 2%	2 5%	2 2%	- -	1 2%	4 7%
(2)	1 1%	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 2%	1 3%	- -	1 3%	- -	- -	- -	1 2%
=====																

The Wirthlin Group

Significance Testing at the 95% Confidence Level

202515872

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 117

W Q21xg: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Providing maximum returns on shareholder investments

B 2: QUOTA GROUP

## NEW JERSEY ONLY

QUOTA GROUP																
TOTAL	OPIN	PRIM	NON-	NON-		FORMR		NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-	
	-ION	-ARY	ARY	BEER	BEER	SMOKR	SMOKR	SMOKR	VESTR	IN-	CHAR-	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	LEADR	SHPPR	SHPPR	DRNKR	DRNKR						VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know/Refused	113	26	85	28	62	50	29	37	47	27	86	30	83	21	36	36
	78%	74%	80%	74%	78%	79%	73%	86%	77%	69%	82%	81%	78%	84%	86%	67%
Mean	7.4	6.8	7.5	7.1	7.4	7.2	6.7	8.3	7.4	7.0	7.6	4.4	8.2	7.8	8.2	7.3
Standard Deviation	2.61	3.35	2.79	2.33	2.40	3.02	2.41	1.21	3.16	2.89	2.48	2.07	2.11	2.63	2.64	3.01
Standard Error	0.47	1.12	0.61	0.74	0.58	0.84	0.73	0.49	0.84	0.83	0.57	0.78	0.43	1.31	1.08	0.71

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415873

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 118

W Q21xh: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Selling their products worldwide

B 2: QUOTA GROUP

## NEW JERSEY ONLY

QUOTA GROUP																
	OPIN -ION	PRIM -ARY	PRIM -ARY	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Least important (10)	12 8%	4 11%	8 8%	4 11%	4 5%	7 11%	3 8%	3 7%	6 10%	5 13%	7 7%	2 5%	10 9%	2 8%	3 7%	7 13%
(9)	8 6%	1 3%	4 4%	4 11%	6 8%	2 3%	4 10%	1 2%	3 5%	4 10%	4 4%	1 3%	7 7%	- -	1 2%	3 6%
(8)	3 2%	1 3%	3 3%	- -	2 3%	1 2%	- -	1 2%	2 3%	1 3%	2 2%	- -	3 3%	- -	- -	3 6%
(7)	2 1%	1 3%	2 2%	- -	1 1%	1 2%	- -	1 2%	1 2%	- -	2 2%	- -	2 2%	1 4%	1 2%	2 4%
(6)	3 2%	1 3%	2 2%	1 3%	2 3%	1 2%	2 5%	- -	1 2%	1 3%	2 2%	2 5%	1 1%	- -	1 2%	2 4%
(4)	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	1 4%	- -	1 2%
(2)	1 1%	1 3%	1 1%	- -	1 1%	- -	1 3%	- -	- -	1 3%	- -	1 3%	- -	- -	- -	- -
Most important (1)	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	- -	1 1%	1 3%	- -	- -	- -	- -
Don't know/Refused	113 78%	26 74%	85 80%	28 74%	62 78%	50 79%	29 73%	37 86%	47 77%	27 69%	86 82%	30 81%	83 78%	21 84%	36 86%	36 67%
Mean	8.2	8.0	8.2	8.3	7.8	8.7	7.4	9.0	8.6	8.5	8.1	6.3	8.8	7.8	8.7	8.4

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115874

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 118

W Q21xh: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Selling their products worldwide

B 2: QUOTA GROUP

## NEW JERSEY ONLY

## QUOTA GROUP

	=====															
		OPIN- ION LEADR	PRIM- ARY SHPPR	NON- PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Standard Deviation	2.38	2.69	2.20	2.83	2.68	1.93	3.23	1.26	1.83	2.35	2.44	3.68	1.53	2.87	1.75	1.79
Standard Error	0.43	0.90	0.48	0.90	0.65	0.54	0.97	0.52	0.49	0.68	0.56	1.39	0.31	1.44	0.71	0.42

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115875



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

W Q21xi: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Table 119

Being financially successful

B 2: QUOTA GROUP

## NEW JERSEY ONLY

## QUOTA GROUP

	TOTAL	OPIN- ION LEADR	PRIM- ARY SHPPR	NON- PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Least important (10)	3 2%	- -	3 3%	- -	2 3%	1 2%	1 3%	1 2%	1 2%	- -	3 3%	- -	3 3%	1 4%	- -	3 6%
(9)	3 2%	1 3%	3 3%	- -	1 1%	2 3%	1 3%	- -	2 3%	1 3%	2 2%	- -	3 3%	1 4%	1 2%	3 6%
(8)	3 2%	- -	1 1%	2 5%	2 3%	1 2%	1 3%	2 5%	- -	1 3%	2 2%	- -	3 3%	- -	1 2%	1 2%
(7)	6 4%	2 6%	5 5%	1 3%	2 3%	3 5%	1 3%	1 2%	4 7%	4 10%	2 2%	2 5%	4 4%	- -	1 2%	4 7%
(6)	5 3%	2 6%	4 4%	1 3%	3 4%	2 3%	1 3%	- -	4 7%	3 8%	2 2%	- -	5 5%	1 4%	2 5%	3 6%
(5)	2 1%	- -	- -	2 5%	2 3%	- -	1 3%	1 2%	- -	- -	2 2%	- -	2 2%	1 4%	- -	- -
(4)	3 2%	1 3%	2 2%	1 3%	2 3%	1 2%	1 3%	- -	2 3%	- -	3 3%	1 3%	2 2%	- -	1 2%	2 4%
(3)	2 1%	1 3%	1 1%	1 3%	2 3%	- -	2 5%	- -	- -	2 5%	- -	1 3%	1 1%	- -	- -	- -
(2)	2 1%	1 3%	1 1%	1 3%	1 1%	1 2%	1 3%	- -	1 2%	1 3%	1 1%	2 5%	- -	- -	- -	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415876

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 119

W Q21xi: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Being financially successful

B 2: QUOTA GROUP

## NEW JERSEY ONLY

QUOTA GROUP																
TOTAL	OPIN	PRIM	PRIM	NON-		FORMR		NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-	
	-ION	-ARY	-ARY	BEER	BEER	SMOKR	SMOKR	SMOKR	VESTR	IN-	CHAR-	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Most important (1)	2	1	1	1	-	2	1	1	-	-	2	1	1	-	-	1
	1%	3%	1%	3%	-	3%	3%	2%	-	-	2%	3%	1%	-	-	2%
Don't know/Refused	113	26	85	28	62	50	29	37	47	27	86	30	83	21	36	36
	78%	74%	80%	74%	78%	79%	73%	86%	77%	69%	82%	81%	78%	84%	86%	67%
Mean	6.0	5.0	6.6	4.9	6.1	5.9	5.3	6.5	6.4	5.9	6.1	3.7	6.7	7.5	6.7	6.8
Standard Deviation	2.63	2.65	2.60	2.42	2.44	3.04	2.97	3.15	2.14	2.15	2.94	2.43	2.31	2.38	1.75	2.67
Standard Error	0.47	0.88	0.57	0.77	0.59	0.84	0.90	1.28	0.57	0.62	0.67	0.92	0.47	1.19	0.71	0.63

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2285145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 120

W Q21xj: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Having a reputation for integrity

B 2: QUOTA GROUP

## NEW JERSEY ONLY

	QUOTA GROUP															
	=====															
	NON-															
	OPIN- ION LEADR	PRIM- ARY SHPPR	PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
(9)	3 2%	1 3%	2 2%	1 3%	2 3%	1 2%	2 5%L	-	1 2%	1 3%	2 2%	3 8%L	-	-	-	1 2%
(7)	1 1%	-	-	1 3%	1 1%	-	1 3%	-	-	-	1 1%	-	1 1%	-	1 2%	-
(6)	6 4%	1 3%	5 5%	1 3%	3 4%	3 5%	2 5%	2 5%	2 3%	3 8%	3 3%	-	6 6%	2 8%	-	4 7%
(5)	4 3%	2 6%	4 4%	-	2 3%	2 3%	1 3%	-	3 5%	2 5%	2 2%	1 3%	3 3%	-	2 5%	3 6%
(4)	4 3%	2 6%	1 1%	3 8%B	2 3%	2 3%	1 3%	2 5%	1 2%	2 5%	2 2%	-	4 4%	-	1 2%	2 4%
(3)	3 2%	-	1 1%	2 5%	2 3%	1 2%	2 5%	-	1 2%	-	3 3%	2 5%	1 1%	-	-	1 2%
(2)	4 3%	-	3 3%	1 3%	2 3%	1 2%	1 3%	1 2%	2 3%	-	4 4%	-	4 4%	1 4%	1 2%	2 4%
Most important (1)	6 4%	3 9%	5 5%	1 3%	3 4%	3 5%	1 3%	1 2%	4 7%	4 10%J	2 2%	1 3%	5 5%	1 4%	1 2%	5 9%J
Don't know/Refused	113 78%	26 74%	85 80%	28 74%	62 78%	50 79%	29 73%	37 86%O	47 77%	27 69%	86 82%O	30 81%	83 78%	21 84%	36 86%O	36 67%
Mean	4.2	4.0	4.1	4.3	4.4	4.1	5.0	3.8	3.6	4.1	4.2	5.6	3.8	3.8	4.0	3.8

The Wirthlin Group

Significance Testing at the 95% Confidence Level

8285145878

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 120

W Q21xj: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Having a reputation for integrity

B 2: QUOTA GROUP

## NEW JERSEY ONLY

QUOTA GROUP																
TOTAL	OPIN	PRIM	NON-	NON-	NON-	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-		
	LEADR	SHPPR	SHPPR	BEER	BEER	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Deviation	2.48	2.69	2.57	2.41	2.60	2.43	2.68	2.04	2.47	2.61	2.46	3.41	2.05	2.63	2.19	2.39
Standard Error	0.45	0.90	0.56	0.76	0.63	0.67	0.81	0.83	0.66	0.75	0.56	1.29	0.42	1.31	0.89	0.56

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115879

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 121

W Q15A: Philip Morris companies include Kraft, General Foods, Oscar Meyer, Miller Beers, Entemans, Louis Rich and several other food companies. Knowing that, how would you now rate Philip Morris on the 10 point scale where 1 means you have an unfavorable impression and 10 means you have a favorable impression of the company? And what about Kraft, how would you now rate them?

PHILIP MORRIS

B 2: QUOTA GROUP

QUOTA GROUP																
	OPIN -ION	PRIM -ARY	PRIM -ARY	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Favorabel impression (10)	26 18%	3 9%	19 18%	7 18%	14 18%	12 19%	9 23%	6 14%	11 18%	4 10%	22 21%	9 24%	17 16%	7 28%	9 21%	2 4%
(9)	15 10%	2 6%	9 8%	6 16%	10 13%	5 8%	7 18%	3 7%	5 8%	3 8%	12 11%	3 8%	12 11%	- -	4 10%	2 4%
(8)	15 10%	4 11%	9 8%	6 16%	9 11%	4 6%	6 15%	4 9%	5 8%	2 5%	13 12%	3 8%	12 11%	5 20%	5 12%	2 4%
(7)	14 10%	2 6%	12 11%	2 5%	9 11%	5 8%	6 15%	3 7%	5 8%	6 15%	8 8%	4 11%	10 9%	4 16%	4 10%	2 4%
(6)	5 3%	2 6%	4 4%	1 3%	4 5%	1 2%	1 3%	3 7%	1 2%	2 5%	3 3%	3 8%	2 2%	- -	1 2%	2 4%
(5)	18 13%	3 9%	15 14%	3 8%	8 10%	10 16%	3 8%	6 14%	9 15%	2 5%	16 15%	5 14%	13 12%	5 20%	5 12%	8 15%
(4)	4 3%	- -	3 3%	1 3%	3 4%	1 2%	- -	1 2%	3 5%	2 5%	2 2%	1 3%	3 3%	- -	1 2%	2 4%
(3)	6 4%	2 6%	4 4%	2 5%	6 8%E	- -	1 3%	3 7%E	2 3%	2 5%	4 4%	- -	6 6%	- -	1 2%	4 7%E

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115880

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 121

W Q15A: Philip Morris companies include Kraft, General Foods, Oscar Meyer, Miller Beers, Entemans, Louis Rich and several other food companies. Knowing that, how would you now rate Philip Morris on the 10 point scale where 1 means you have an unfavorable impression and 10 means you have a favorable impression of the company? And what about Kraft, how would you now rate them?

PHILIP MORRIS

B 2: QUOTA GROUP

QUOTA GROUP																
	OPIN -ION	PRIM -ARY	PRIM -ARY	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	FORMR	NON- SMOKR	IN- VESTR	NON- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
(2)	10 7%	5 14%D	6 6%	4 11%D	1 1%	9 14%D	4 10%D	1 2%	5 8%D	3 8%	7 7%	2 5%	8 7%	1 4%	4 10%D	6 11%D
Unfavorable impression (1)	25 17%	11 31%FJ	19 18%F	6 16%	13 16%	12 19%F	2 5%	12 28%F	11 18%	9 23%F	16 15%	6 16%	19 18%F	3 12%	8 19%	20 37%BCDEFHJKL
Don't know/Refused	6 4%	1 3%	6 6%	-	2 3%	4 6%	1 3%	1 2%	4 7%	4 10%CJN	2 2%	1 3%	5 5%	-	-	4 7%
Mean	5.9	4.4	5.8AO	6.1AO	6.2AO	5.5O	7.1AB	5.10	5.60	5.00	6.2AO	6.3AO	5.7AO	6.7	5.90	3.4
							EGHIL									O
Standard Deviation	3.30	3.34	3.28	3.41	3.19	3.47	2.88	3.36	3.36	3.31	3.27	3.27	3.32	3.02	3.44	2.79
Standard Error	0.28	0.57	0.33	0.55	0.36	0.45	0.46	0.52	0.44	0.56	0.32	0.55	0.33	0.60	0.53	0.39

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415881

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 122

W Q15B: Philip Morris companies include Kraft, General Foods, Oscar Meyer, Miller Beers, Entemans, Louis Rich and several other food companies. Knowing that, how would you now rate Philip Morris on the 10 point scale where 1 means you have an unfavorable impression and 10 means you have a favorable impression of the company? And what about Kraft, how would you now rate them?

KRAFT  
B 2: QUOTA GROUP

	QUOTA GROUP															
	OPIN -ION	PRIM -ARY	PRIM -ARY	NON- BEER	NON- BEER	FORMR SMOKR	NON- SMOKR	IN- VEST	NON- IN- VEST	NON- CHAR- ITBLE	NON- CHAR- ITBLE	NOT WRKNG	NOT WRKNG	ANTI- SMKNG		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Favorabel impression (10)	36 25%	5 14%	31 29%	5 13%	19 24%	17 27%	10 25%	9 21%	17 28%	7 18%	29 28%	10 27%	26 24%	9 36%	16 38% AC	10 19%
(9)	22 15%	9 26%	17 16%	5 13%	12 15%	9 14%	5 13%	4 9%	13 21%	6 15%	16 15%	4 11%	18 17%	3 12%	3 7%	8 15%
(8)	31 22%	6 17%	15 14%	16 42% AB EHJL O	20 25%	10 16%	10 25%	12 28% B	9 15%	7 18%	24 23%	8 22%	23 21%	5 20%	9 21%	9 17%
(7)	24 17%	6 17%	20 19%	4 11%	12 15%	12 19%	8 20%	8 19%	8 13%	7 18%	17 16%	8 22%	16 15%	4 16%	7 17%	10 19%
(6)	6 4%	1 3%	4 4%	2 5%	5 6%	1 2%	3 8%	1 2%	2 3%	2 5%	4 4%	1 3%	5 5%	- -	4 10%	1 2%
(5)	6 4%	1 3%	6 6%	- -	3 4%	3 5%	2 5%	1 2%	3 5%	1 3%	5 5%	1 3%	5 5%	2 8%	2 5%	2 4%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415882

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 122

W Q15B: Philip Morris companies include Kraft, General Foods, Oscar Meyer, Miller Beers, Entemans, Louis Rich and several other food companies. Knowing that, how would you now rate Philip Morris on the 10 point scale where 1 means you have an unfavorable impression and 10 means you have a favorable impression of the company? And what about Kraft, how would you now rate them?

KRAFT  
B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION TOTAL	PRIM -ARY LEADR	PRIM -ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	ANTI- WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
(4)	8 6%	4 11% HJN	4 4%	4 11% N	5 6%	3 5%	1 3%	6 14% BHJ N	1 2%	5 13% BHJN	3 3%	2 5%	6 6%	-	-	6 11% HJN
(3)	2 1%	2 6% D	1 1%	1 3%	-	2 3%	-	-	2 3%	-	2 2%	-	2 2%	-	-	2 4%
(2)	2 1%	-	1 1%	1 3%	-	2 3%	-	1 2%	1 2%	-	2 2%	1 3%	1 1%	2 8%	-	1 2%
Unfavorable impression (1)	1 1%	-	1 1%	-	1 1%	-	-	-	1 2%	-	1 1%	1 3%	-	-	1 2%	1 2%
Don't know/Refused	6 4%	1 3%	6 6%	-	2 3%	4 6%	1 3%	1 2%	4 7%	4 10% CJN	2 2%	1 3%	5 5%	-	-	4 7%
Mean	7.8	7.5	8.0	7.5	7.9	7.8	8.0	7.5	8.0	7.6	7.9	7.7	7.9	8.0	8.2	7.3
Standard Deviation	2.03	2.15	2.02	2.02	1.90	2.22	1.61	2.11	2.22	1.97	2.05	2.26	1.95	2.35	1.95	2.41
Standard Error	0.17	0.37	0.20	0.33	0.22	0.29	0.26	0.33	0.29	0.33	0.20	0.38	0.19	0.47	0.30	0.34

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415883



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 123

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?  
B 2: QUOTA GROUP

QUOTA GROUP																
	OPIN -ION	PRIM -ARY	PRIM -ARY	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'004' ATT	7 5%	4 11% EK	6 6%	1 3%	6 8%	1 2%	1 3%	4 9%	2 3%	1 3%	6 6%	- -	7 7%	- -	1 2%	2 4%
'007' Ameri-Cad	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	1 3%	- -	- -	1 1%	- -	1 2%	- -
'008' American Airlines	1 1%	- -	1 1%	- -	- -	1 2%	1 3%	- -	- -	- -	1 1%	1 3%	- -	- -	1 2%	1 2%
'010' Amway	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	1 3%	- -	- -	1 2%	1 2%
'011' Anheiser Busch	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	- -	1 1%	1 3%	- -	- -	- -	- -
'012' Apple Computer	2 1%	- -	2 2%	- -	1 1%	1 2%	1 3%	- -	1 2%	1 3%	1 1%	- -	2 2%	- -	- -	1 2%
'014' Bank Of America	1 1%	- -	- -	1 3%	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	- -
'015' Baxter	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'017' Bell South	2 1%	- -	1 1%	1 3%	2 3%	- -	1 3%	1 2%	- -	1 3%	1 1%	1 3%	1 1%	- -	2 5%	- -
'018' Bell Telephone	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	1 3%	- -	- -	1 1%	- -	- -	- -

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415884

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 123

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN	PRIM	PRIM	BEER	BEER	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-		
TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VEST	VEST	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
'019' Ben & Gerry's Ice Cream	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	- -
'023' Bordens	1 1%	- -	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 1%	- -	1 1%	- -	- -	1 2%
'031' Chicago Transit Authority	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	1 3%	- -	1 4%	- -	- -
'032' Chrysler	2 1%	- -	- -	2 5% <sup>B</sup>	1 1%	1 2%	1 3%	- -	1 2%	- -	2 2%	- -	2 2%	1 4%	- -	- -
'033' Citibank	1 1%	- -	- -	1 3%	- -	1 2%	- -	1 2%	- -	- -	1 1%	- -	1 1%	1 4%	- -	1 2%
'034' Clorox	1 1%	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%
'035' Coca-Cola	12 8%	2 6%	8 8%	4 11%	7 9%	4 6%	3 8%	3 7%	6 10%	4 10%	8 8%	5 14%	7 7%	- -	8 19% <sup>BEJ</sup>	4 7% <sup>L</sup>
'037' Cooper Lybrynth	1 1%	1 3%	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	1 3%	- -	- -	- -	1 2%
'038' Corn Products Company	1 1%	1 3%	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	1 2%
'040' DFW Airport	1 1%	- -	- -	1 3%	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	- -

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415885

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 123

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION LEADR	PRIM -ARY SHPPR	PRIM -ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'042' Decatur Federal	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	1 2%	- -
'043' Delta	1 1%	- -	1 1%	- -	1 1%	- -	- 2%	1 -	- -	- -	1 1%	- -	1 1%	- -	- -	1 2%
'046' EDS	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	1 4%	- -	- -
'050' Ford	2 1%	- -	2 2%	- -	- -	2 3%	- -	- -	2 3%	- -	2 2%	1 3%	1 1%	1 4%	- -	1 2%
'052' Freeman Olds and Mazda	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	- -
'054' General Electric	3 2%	- -	3 3%	- -	2 3%	1 2%	3 8%HO	- -	- -	1 3%	2 2%	1 3%	2 2%	- -	- -	- -
'055' General Motors	3 2%	1 3%	3 3%	- -	2 3%	1 2%	1 3%	1 2%	1 2%	1 3%	2 2%	1 3%	2 2%	- -	- -	2 4%
'057' General Mills	2 1%	- -	2 2%	- -	1 1%	1 2%	2 5%	- -	- -	- -	2 2%	- -	2 2%	2 8%	- -	- -
'059' Glaxo	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	- -	1 2%
'063' Hershey	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	- -

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Significance Testing at the 95% Confidence Level

2025415886

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 123

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	OPIN	PRIM	PRIM	BEER	NON-			FORMR	NON-	IN-	NON-	NON-	CHAR-	NOT		
	-ION	-ARY	-ARY	DRNKR	BEER	SMOKR	SMOKR	SMOKR	SMOKR	VESTR	IN-	CHAR-	CHAR-	WRKNG	WRKNG	ANTI-
TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'065' Hewlett Packard	3 2%	2 6%	2 2%	1 3%	1 1%	2 3%	- -	2 5%	1 2%	1 3%	2 2%	2 5%	1 1%	- -	- -	3 6%
'067' Home Depot	1 1%	1 3%	1 1%	- -	1 1%	- -	1 3%	- -	- -	1 3%	- -	- -	1 1%	- -	1 2%	1 2%
'068' Honda	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	1 3%	- -	1 3%	- -	- -	1 2%	- -
'071' IBM	9 6%	2 6%	5 5%	4 11%	6 8%	3 5%	4 10%	4 9%	1 2%	4 10%	5 5%	4 11%	5 5%	- -	3 7%	4 7%
'072' ITT	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 1%	- -	1 1%	1 4%	- -	1 2%
'077' Johnson & Johnson	7 5%	1 3%	6 6%	1 3%	4 5%	3 5%	1 3%	2 5%	4 7%	1 3%	6 6%	2 5%	5 5%	3 12%	1 2%	3 6%
'078' Johnsons Publishing Co.	1 1%	1 3%	1 1%	- -	- -	1 2%	- -	1 2%	- -	- -	1 1%	- -	1 1%	- -	1 2%	1 2%
'083' Kenmore	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	1 2%
'085' Kraft	10 7%	- -	10 9%	- -	4 5%	6 10%	2 5%	2 5%	6 10%	1 3%	9 9%	1 3%	9 8%	2 8%	2 5%	2 4%
'096' Malms Car Wax	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	1 3%	- -	- -	1 1%	- -	- -	1 2%

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Significance Testing at the 95% Confidence Level

2025415887

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 123

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?  
B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION LEADR	PRIM -ARY SHPPR	PRIM -ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VEST	NON- IN- VEST	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'099' Mary Kay Cosmetics	1 1%	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	- -	- -
'101' McDonalds	2 1%	1 3%	2 2%	- -	1 1%	1 2%	- -	- -	2 3%	- -	2 2%	1 3%	1 1%	1 4%	1 2%	- -
'103' Merrill Lynch	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	1 2%	- -
'105' Miller Brewing	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	1 3%	- -	- -	1 1%	- -	- -	- -
'113' Nike	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	1 3%	- -	- -	1 2%	- -
'114' Nordstroms	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	- -	- -
'115' One Dallas Center	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	- -	1 1%	1 3%	- -	1 4%	- -	- -
'120' Pepsi	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	- -	1 2%
'121' Pepsico	1 1%	1 3%	1 1%	- -	- -	1 2%	1 3%	- -	- -	- -	1 1%	- -	1 1%	1 4%	- -	- -
'124' Phillip Morris	5 3%	3 9%	4 4%	1 3%	2 3%	3 5%	3 8%	- -	2 3%	2 5%	3 3%	3 8%	2 2%	1 4%	- -	2 4%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

8885145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 123

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION TOTAL	PRIM -ARY LEADR	PRIM -ARY SHPPR	BEER -ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	SMOKR	SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	ANTI- WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'125' Pioneer Stereos	1 1%	1 3%	- -	1 3%	1 1%	- -	- -	1 2%	- -	1 3%	- -	1 3%	- -	- -	- -	- -
'126' Pizza Hut	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'127' Proctor & Gamble	1 1%	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	1 2%
'128' Prudential	1 1%	- -	- -	1 3%	1 1%	- -	- -	- -	1 2%	- -	1 1%	1 3%	- -	- -	- -	1 2%
'132' Royal Arts & Crafts	1 1%	- -	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 1%	- -	1 1%	- -	1 2%	1 2%
'136' Sears	3 2%	- -	2 2%	1 3%	1 1%	2 3%	2 5%	1 2%	- -	- -	3 3%	3 8%	- HLO	2 8%	- -	- -
'138' Sony	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'140' Southwest Airlines	1 1%	1 3%	1 1%	- -	1 1%	- -	- -	- -	1 2%	1 3%	- -	- -	1 1%	1 4%	- -	- -
'143' The Gap	1 1%	- -	- -	1 3%	- -	1 2%	- -	1 2%	- -	- -	1 1%	- -	1 1%	- -	1 2%	- -
'144' Tom's Toothpaste	1 1%	1 3%	- -	1 3%	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

6885145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 123

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?  
 B 2: QUOTA GROUP

QUOTA GROUP																
	OPIN -ION	PRIM -ARY	NON- PRIM -ARY	BEER DRNKR	NON- BEER DRNKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG		
TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'145' Tommy Ray Record Co.	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	1 2%	- -
'146' Toyota	1 1%	- -	1 1%	- -	- -	1 2%	- -	1 2%	- -	1 3%	- -	- -	1 1%	- -	- -	1 2%
'147' Tylenol	1 1%	- -	- -	1 3%	- -	1 2%	1 3%	- -	- -	- -	1 1%	- -	1 1%	1 4%	- -	- -
'150' Volvo	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	- -	- -
'151' Wal Mart	5 3%	2 6%	3 3%	2 5%	2 3%	2 3%	1 3%	2 5%	2 3%	1 3%	4 4%	1 3%	4 4%	1 4%	2 5%	2 4%
'152' Walgreens	1 1%	- -	1 1%	- -	- -	1 2%	- -	1 2%	- -	1 3%	- -	- -	1 1%	1 4%	- -	1 2%
'155' West Vaco	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	- -
'159' Xerox	1 1%	- -	1 1%	- -	- -	1 2%	- -	1 2%	- -	1 3%	- -	- -	1 1%	- -	- -	1 2%
'162' NUMIS	1 1%	1 3%	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	- -
'164' Kodak	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	1 3%	- -	- -	- -	- -

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Significance Testing at the 95% Confidence Level

2025415890

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 123

W Q19: When I say the words "GREAT COMPANY", what is the company that first comes to mind?

B 2: QUOTA GROUP

	QUOTA GROUP															
	OPIN	PRIM	NON-	PRIM	BEER	NON-	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-	
	-ION	-ARY	-ARY	BEER	BEER	SMOKR	SMOKR	SMOKR	VESTR	IN-	CHAR-	CHAR-	CHAR-	WRKNG	WRKNG	SMKNG
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	ITBLE	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know/Refused	12	5	8	4	5	7	1	6	5	4	8	-	12	2	3	6
	8%	14%K	8%	11%K	6%	11%K	3%	14%K	8%	10%	8%	-	11%K	8%	7%	11%K

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115891



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q19B: What other companies come to mind?  
B 2: QUOTA GROUP

	QUOTA GROUP															
	NON-										NON-					
	OPIN	PRIM	PRIM	BEER	BEER	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-		
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	IN-VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'001' 3-M	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	1 3%	- -	- -	1 1%	- -	- -	- -
'002' A&P Future Store	1 1%	1 3%	- -	1 3%	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	1 2%
'003' ART Plumbing Co.	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	- -	1 1%	1 3%	- -	- -	1 2%	- -
'004' ATT	9 6%	2 6%	8 8%	1 3%	5 6%	4 6%	7 18% CGH JL	1 2%	1 2%	5 13% HJL	4 4%	5 14% HJL	4 4%	1 4%	2 5%	3 6%
'005' Acme Bakery	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	1 3%	- -	1 3%	- -	- -	- -	1 2%
'006' Albertsons	1 1%	- -	1 1%	- -	- -	1 2%	- -	1 2%	- -	- -	1 1%	1 3%	- -	- -	- -	1 2%
'009' American Home Products	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	- -	1 2%
'010' Amway	2 1%	- -	2 2%	- -	1 1%	1 2%	1 3%	- -	1 2%	1 3%	1 1%	1 3%	1 1%	- -	1 2%	1 2%
'011' Anheiser Busch	8 6%	1 3%	7 7%	1 3%	6 8%	2 3%	3 8%	2 5%	3 5%	1 3%	7 7%	3 8%	5 5%	2 8%	1 2%	2 4%
'012' Apple Computer	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	1 3%	- -	- -	1 1%	- -	- -	- -

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2685145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q19B: What other companies come to mind?  
B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION TOTAL	PRIM -ARY LEADR	PRIM -ARY SHPPR	PRIM -ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O		
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'013' Avon	2 1%	- -	2 2%	- -	1 1%	1 2%	1 3%	- -	1 2%	- -	2 2%	- -	2 2%	1 4%	- -	1 2%
'016' Bell Labs	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	1 3%	- -	1 3%	- -	- -	- -	- -
'019' Ben & Gerry's Ice Cream	1 1%	1 3%	- -	1 3%	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%
'020' Benahm	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	1 3%	- -	1 3%	- -	- -	- -	1 2%
'021' Boeing Aircraft	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 1%	- -	1 1%	1 4%	- -	1 2%
'022' Bogner	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	- -	- -
'024' Bristol Meyers Squibb	1 1%	1 3%	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'025' Butternut	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	- -
'026' Campbell	1 1%	- -	1 1%	- -	- -	1 2%	- -	1 2%	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'027' Carnation	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115893

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q19B: What other companies come to mind?  
B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION LEADR	PRIM -ARY SHPPR	PRIM -ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'028' Carrier Air Conditioning	1 1%	- -	- -	1 3%	- -	1 2%	1 3%	- -	- -	- -	1 1%	1 3%	- -	1 4%	- -	- -
'029' Carson Perry Scott	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	1 3%	- -	- -	- -	- -
'030' Chevron	1 1%	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%
'032' Chrysler	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	1 3%	- -	- -	1 1%	- -	- -	- -
'034' Clorox	1 1%	- -	1 1%	- -	1 1%	- -	- 2%	1 -	- -	- -	1 1%	- -	1 1%	- -	- -	1 2%
'035' Coca-Cola	6 4%	1 3%	5 5%	1 3%	4 5%	2 3%	2 5%	2 5%	2 3%	3 8%	3 3%	1 3%	5 5%	1 4%	2 5%	2 4%
'036' Compaq	2 1%	1 3%	2 2%	- -	- -	2 3%	- -	1 2%	1 2%	1 3%	1 1%	1 3%	1 1%	- -	- -	1 2%
'039' Corning	1 1%	- -	1 1%	- -	- -	1 2%	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'041' Dayton-Hudson	1 1%	1 3%	1 1%	- -	1 1%	- -	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	- -	1 2%
'043' Delta	5 3%	- -	5 5%	- -	4 5%	1 2%	- -	- -	5 8%	2 5%	3 3%	1 3%	4 4%	- -	3 7%	4 7%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415894

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q19B: What other companies come to mind?

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN- ION	PRIM- ARY	PRIM- ARY	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'044' Disney	2 1%	- -	2 2%	- -	2 3%	- -	1 3%	- -	1 2%	- -	2 2%	- -	2 2%	- -	1 2%	1 2%
'045' DuPont	1 1%	- -	1 1%	- -	- -	1 2%	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'047' Entemans	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	1 4%	- -	1 2%
'048' Esprit	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	- -	- -
'049' Federal Express	3 2%	- -	3 3%	- -	3 4%	- -	- -	- -	3 5%	1 3%	2 2%	1 3%	2 2%	- -	2 5%	- -
'050' Ford	3 2%	- -	- -	3 8%B	2 3%	1 2%	1 3%	1 2%	1 2%	- -	3 3%	1 3%	2 2%	1 4%	- -	1 2%
'053' Frito Lay	1 1%	- -	- -	1 3%	- -	1 2%	- -	1 2%	- -	- -	1 1%	- -	1 1%	- -	1 2%	- -
'054' General Electric	2 1%	- -	2 2%	- -	1 1%	1 2%	1 3%	1 2%	- -	- -	2 2%	- -	2 2%	1 4%	- -	1 2%
'055' General Motors	6 4%	1 3%	4 4%	2 5%	4 5%	2 3%	3 8%H	3 7%H	- -	- -	6 6%	- -	6 6%	2 8%	1 2%	2 4%
'056' General Foods	10 7%	3 9%	8 8%	2 5%	4 5%	6 10%	1 3%	2 5%	7 11%	3 8%	7 7%	3 8%	7 7%	2 8%	3 7%	4 7%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415895

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q198: What other companies come to mind?  
B 2: QUOTA GROUP

QUOTA GROUP																
	OPIN -ION LEADR	PRIM -ARY SHPPR	NON- PRIM -ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VEST	NON- IN- VEST	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'057' General Mills	2 1%	- -	2 2%	- -	1 1%	1 2%	- -	- -	2 3%	- -	2 2%	- -	2 2%	1 4%	- -	2 4%
'058' Gerber	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'060' Harmen Carten	1 1%	- -	- -	1 3%	1 1%	- -	- 2%	1 -	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'061' Heinz	6 4%	1 3%	5 5%	1 3%	2 3%	4 6%	- -	1 2%	5 8%	1 3%	5 5%	1 3%	5 5%	2 8%	- -	3 6%
'062' Herman Miller	1 1%	1 3%	1 1%	- -	1 1%	- -	- -	- -	1 2%	1 3%	- -	- -	1 1%	1 4%	- -	- -
'063' Hershey	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	1 4%	- -	1 2%
'064' Hertz	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%
'065' Hewlett Packard	3 2%	2 6%	1 1%	2 5%	1 1%	2 3%	1 3%	- -	2 3%	1 3%	2 2%	1 3%	2 2%	- -	1 2%	2 4%
'066' Hoffman LaRouche	1 1%	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 2%	1 3%	- -	1 3%	- -	- -	- -	1 2%
'067' Home Depot	4 3%	2 6%	2 2%	2 5%	- -	3 5%	1 3%	1 2%	2 3%	2 5%	2 2%	1 3%	3 3%	- -	2 5%	2 4%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

9685145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q19B: What other companies come to mind?  
B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION LEADR	PRIM -ARY SHPPR	PRIM -ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
TOTAL	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'068' Honda	3 2%	1 3%	1 1%	2 5%	2 3%	1 2%	2 5%	1 2%	- -	- -	3 3%	- -	3 3%	1 4%	1 2%	1 2%
'069' Huggies	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'070' I.H.International Inc.	1 1%	1 3%	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'071' IBM	10 7%	1 3%	8 8%	2 5%	6 8%	3 5%	3 8%	3 7%	4 7%	3 8%	7 7%	2 5%	8 7%	- -	3 7%	4 7%
'073' Idaho Potatoes	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	- -
'074' Intel	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	1 3%	- -	- -	1 1%	- -	1 2%	- -
'075' JC Penneys	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	1 3%	- -	- -	- -	- -
'076' Jello	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	1 4%	- -	- -
'077' Johnson & Johnson	11 8%	2 6%	6 6%	5 13%	6 8%	5 8%	2 5%	6 14%	3 5%	3 8%	8 8%	2 5%	9 8%	2 8%	2 5%	4 7%
'079' Blue Cross	1 1%	1 3%	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	- -

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2685145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q19B: What other companies come to mind?  
B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN- ION	PRIM- ARY	PRIM- ARY	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'080' K-Mart	1 1%	1 3%	- -	1 3%	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	1 2%
'081' Keebler	2 1%	- -	2 2%	- -	1 1%	1 2%	1 3%	- -	1 2%	- -	2 2%	1 3%	1 1%	1 4%	1 2%	1 2%
'082' Kellogs	1 1%	- -	- -	1 3%	1 1%	- -	- -	1 2%	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'084' Kimberly Clark	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	1 3%	- -	- -	1 2%	- -
'085' Kraft	12 8%	4 11%	9 8%	3 8%	7 9%	5 8%	2 5%	4 9%	6 10%	6 15%	6 6%	4 11%	8 7%	2 8%	4 10%	5 9%
'086' Kroger	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	1 2%	- -
'087' Lay's	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	1 3%	- -	- -	1 2%	- -
'088' Lever Brothers	2 1%	1 3%	2 2%	- -	- -	2 3%	1 3%	- -	1 2%	1 3%	1 1%	2 5%	- -	- -	- -	1 2%
'089' Levis	6 4%	3 9%	3 3%	3 8%	3 4%	3 5%	2 5%	1 2%	3 5%	2 5%	4 4%	1 3%	5 5%	- -	- -	2 4%
'090' Lexus	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	- -	- -

The Wirthlin Group

Significance Testing at the 95% Confidence Level

8685115202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q198: What other companies come to mind?

B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	OPIN -ION	PRIM -ARY	PRIM -ARY	BEER -ARY	BEER -ARY	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG		
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
'091' Lincoln	1 1%	-	1 1%	-	-	1 2%	-	1 2%	-	-	1 1%	1 3%	-	-	-	1 2%
'092' Lipton	1 1%	-	-	1 3%	1 1%	-	1 3%	-	-	-	1 1%	1 3%	-	-	-	-
'093' Lotus	1 1%	1 3%	1 1%	-	1 1%	-	1 3%	-	-	-	1 1%	-	1 1%	-	-	-
'094' Love Field	1 1%	-	-	1 3%	1 1%	-	-	-	1 2%	-	1 1%	-	1 1%	-	1 2%	-
'095' Lucky's	1 1%	-	1 1%	-	-	1 2%	-	1 2%	-	-	1 1%	1 3%	-	-	-	1 2%
'097' Marriott Corp.	1 1%	-	1 1%	-	1 1%	-	-	-	1 2%	1 3%	-	-	1 1%	-	-	1 2%
'098' Marshal Fields & Co.	2 1%	-	2 2%	-	1 1%	1 2%	2 5%L	-	-	-	2 2%	2 5%L	-	-	-	-
'099' Mary Kay Cosmetics	1 1%	-	1 1%	-	1 1%	-	1 3%	-	-	-	1 1%	1 3%	-	-	1 2%	-
'100' Maytag	1 1%	1 3%	1 1%	-	-	1 2%	-	-	1 2%	1 3%	-	-	1 1%	1 4%	-	1 2%
'101' McDonalds	4 3%	1 3%	4 4%	-	2 3%	2 3%	-	1 2%	3 5%	-	4 4%	1 3%	3 3%	1 4%	2 5%	3 6%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

6685145202



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q198: What other companies come to mind?  
B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION TOTAL	PRIM -ARY LEADR	PRIM -ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'102' Merck	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	1 3%	- -	- -	1 1%	- -	- -	- -
'103' Merrill Lynch	1 1%	- -	1 1%	- -	1 1%	- -	- 2%	1 -	- -	- -	1 1%	1 3%	- -	- -	1 2%	- -
'104' Metro Media	1 1%	- -	1 1%	- -	- -	1 2%	1 3%	- -	- -	- -	1 1%	1 3%	- -	- -	- -	- -
'105' Miller Brewing	5 3%	- -	3 3%	2 5%	4 5%	1 2%	1 3%	3 7%	1 2%	- -	5 5%	1 3%	4 4%	2 8%	- -	1 2%
'106' Mitsubishi	1 1%	- -	- -	1 3%	1 1%	- -	- 2%	1 -	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'107' Monterey Food Market	1 1%	- -	- -	1 3%	1 1%	- -	- 2%	1 -	- 3%	1 -	- 3%	1 -	- -	- -	- -	1 2%
'108' Motorola	2 1%	- -	2 2%	- -	- -	2 3%	1 3%	1 2%	- -	1 3%	1 1%	- -	2 2%	1 4%	- -	1 2%
'109' Nabisco	10 7%	4 11%	9 8%	1 3%	5 6%	5 8%	2 5%	3 7%	5 8%	2 5%	8 8%	3 8%	7 7%	2 8%	3 7%	4 7%
'110' Neimans	1 1%	- -	- -	1 3%	- -	1 2%	- -	1 2%	- -	- -	1 1%	- -	1 1%	1 4%	- -	1 2%
'111' Nestle	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	1 4%	- -	- -

The Wirthlin Group

Significance Testing at the 95% Confidence Level

0062115900

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q198: What other companies come to mind?  
B 2: QUOTA GROUP

	QUOTA GROUP																
	=====																
		NON-										NON-	NON-				
		OPIN	PRIM	PRIM	BEER	NON-		FORMR	NON-	IN-		IN-	CHAR-	CHAR-	NOT		ANTI-
	TOTAL	-ION	-ARY	-ARY	DRNKR	BEER	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O		
BASE=TOTAL	144	35	106	38	79	63	40	43	61	39	105	37	107	25	42	54	
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
'112' New Jersey Bell	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	- -	1 1%	1 3%	- -	- -	- -	- -	
'116' Oscar Meyer	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	- -	
'117' Pacific Gas & Electric	1 1%	1 3%	- -	1 3%	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%	
'118' Pacific Telysis	1 1%	- -	1 1%	- -	1 1%	- -	1 3%	- -	- -	1 3%	- -	1 3%	- -	- -	- -	- -	
'119' Pep Boys	1 1%	1 3%	- -	1 3%	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	1 2%	
'120' Pepsi	5 3%	- -	4 4%	1 3%	2 3%	3 5%	3 8%	1 2%	1 2%	- -	5 5%	1 3%	4 4%	1 4%	3 7%	- -	
'121' Pepsico	3 2%	2 6%	2 2%	1 3%	1 1%	2 3%	- -	1 2%	2 3%	1 3%	2 2%	1 3%	2 2%	- -	1 2%	3 6%	
'122' Perdue	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	- -	1 1%	1 3%	- -	- -	- -	- -	
'123' Perdue Chicken	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	1 3%	- -	- -	1 1%	- -	- -	- -	
'127' Proctor & Gamble	7 5%	- -	6 6%	1 3%	2 3%	5 8%	2 5%	1 2%	4 7%	1 3%	6 6%	3 8%	4 4%	1 4%	3 7%	1 2%	

The Wirthlin Group

Significance Testing at the 95% Confidence Level

106515202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q198: What other companies come to mind?  
B 2: QUOTA GROUP

	QUOTA GROUP																
	=====																
		OPIN	PRIM	NON-		NON-		FORMR	NON-	IN-		NON-	NON-	CHAR-	NOT		ANTI-
	TOTAL	-ION	-ARY	PRIM	BEER	BEER		SMOKR	SMOKR	IN-	VESTR	IN-	CHAR-	CHAR-	WRKNG	WRKNG	SMKNG
	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	SMOKR	SMOKR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O		
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%	
'129' RCA	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	1 3%	- -	- -	1 1%	- -	- -	- -	
'130' Reynolds	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	1 3%	- -	1 4%	- -	- -	
'131' Rolls Royce	1 1%	- -	1 1%	- -	- -	1 2%	- -	1 2%	- -	- -	1 1%	1 3%	- -	- -	- -	1 2%	
'133' S&C Electric	1 1%	1 3%	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	
'134' Safeway	1 1%	- -	1 1%	- -	- -	1 2%	- -	1 2%	- -	- -	1 1%	1 3%	- -	- -	- -	1 2%	
'135' Salerno	1 1%	1 3%	- -	1 3%	1 1%	- -	- -	1 2%	- -	1 3%	- -	1 3%	- -	- -	- -	- -	
'136' Sears	2 1%	- -	1 1%	1 3%	- -	2 3%	- -	1 2%	1 2%	1 3%	1 1%	- -	2 2%	1 4%	1 2%	1 2%	
'137' Serling	1 1%	- -	1 1%	- -	- -	1 2%	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	
'138' Sony	3 2%	1 3%	2 2%	1 3%	2 3%	1 2%	- -	- -	3 5%	1 3%	2 2%	1 3%	2 2%	- -	- -	3 6%	
'139' Southern Bell	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	1 3%	- -	- -	1 2%	1 2%	

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415902

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q19B: What other companies come to mind?  
B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	OPIN	PRIM	NON-	BEER	NON-	FORMR	NON-	IN-	NON-	NON-	CHAR-	NOT	ANTI-			
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'141' Sports Town	1 1%	- -	1 1%	- -	- -	1 2%	- -	1 2%	- -	1 3%	- -	1 3%	- -	- -	- -	1 2%
'142' TGI Fridays	1 1%	- -	1 1%	- -	- -	1 2%	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'148' UNUM Insurance	1 1%	1 3%	1 1%	- -	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -
'149' UPS	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	1 2%	- -
'151' Wal Mart	6 4%	2 6%	5 5%	1 3%	2 3%	3 5%	2 5%	2 5%	2 3%	4 10%	2 2%	1 3%	5 5%	- -	2 5%	4 7%
'153' Wang	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	1 2%	- -
'154' Weight Watchers	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	1 4%	- -	- -
'156' Western Electric	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	1 3%	- -	- -	1 1%	- -	- -	- -
'157' Wise	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	1 2%	- -	1 1%	- -	1 1%	1 4%	- -	1 2%
'158' Wrigley	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 2%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415903

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 124

W Q19B: What other companies come to mind?  
B 2: QUOTA GROUP

	QUOTA GROUP															
	=====															
	NON-															
	OPIN -ION LEADR	PRIM -ARY SHPPR	PRIM -ARY SHPPR	BEER DRNKR	BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
'159' Xerox	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	- -	- -	- -	1 1%	- -	1 1%	- -	1 2%	- -
'160' Zenith	2 1%	- -	1 1%	1 3%	2 3%	- -	- 2%	1 2%	1 3%	1 1%	- -	2 2%	- -	- -	1 2%	1 2%
'161' Budweiser	1 1%	- -	1 1%	- -	1 1%	- -	- -	- 2%	1 -	- -	1 1%	- -	1 1%	- -	- -	- -
'163' Abbot Labs	1 1%	- -	1 1%	- -	1 1%	- -	- -	- 2%	1 -	- -	1 1%	1 3%	- -	- -	- -	- -
Don't know/Refused	25 17%	11 31% FK	19 18%	6 16%	13 16%	12 19%	3 8%	12 28% F	10 16%	7 18%	18 17%	4 11%	21 20%	5 20%	8 19%	9 17%

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415904

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 125

W Q21A: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Giving employees the authority to make decisions

B 2: QUOTA GROUP

## ALL SITES EXCEPT NEW JERSEY

QUOTA GROUP																
	OPIN -ION	PRIM -ARY	PRIM -ARY	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Least important (6)	11 8%	3 9%	9 8%	2 5%	7 9%	4 6%	3 8%	5 12%	3 5%	2 5%	9 9%	3 8%	8 7%	1 4%	4 10%	2 4%
(5)	23 16%	7 20%	16 15%	7 18%	15 19%	7 11%	5 13%	8 19%	10 16%	8 21%	15 14%	4 11%	19 18%	5 20%	7 17%	7 13%
(4)	13 9%	2 6%	7 7%	6 16%	6 8%	7 11%	6 15%	4 9%	3 5%	- -	13 12%	3 8%	10 9%	4 16%	3 7%	5 9%
(3)	28 19%	5 14%	24 23%	4 11%	14 18%	14 22%	6 15%	7 16%	15 25%	6 15%	22 21%	9 24%	19 18%	3 12%	10 24%	11 20%
(2)	17 12%	4 11%	11 10%	6 16%	10 13%	7 11%	5 13%	7 16%	5 8%	6 15%	11 10%	6 16%	11 10%	3 12%	7 17%	3 6%
Most important (1)	20 14%	4 11%	17 16%	3 8%	9 11%	11 17%	4 10%	6 14%	10 16%	5 13%	15 14%	4 11%	16 15%	5 20%	5 12%	7 13%
Don't know/Refused	32 22%	10 29%	22 21%	10 26%	18 23%	13 21%	11 28%	6 14%	15 25%	12 31%	20 19%	8 22%	24 22%	4 16%	6 14%	19 35%
Mean	3.3	3.5	3.3	3.5	3.5	3.1	3.4	3.4	3.2	3.2	3.3	3.2	3.3	3.2	3.3	3.2
Standard Deviation	1.62	1.71	1.65	1.53	1.64	1.58	1.57	1.71	1.59	1.69	1.60	1.54	1.65	1.66	1.60	1.54
Standard Error	0.15	0.34	0.18	0.29	0.21	0.22	0.29	0.28	0.23	0.33	0.17	0.29	0.18	0.36	0.27	0.26

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415905

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 126

W Q218: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Serving individuals by providing choice of quality products they want

B 2: QUOTA GROUP

## ALL SITES EXCEPT NEW JERSEY

	QUOTA GROUP															
	OPIN	PRIM	PRIM	NON-		NON-	FORMR	NON-	IN-	NON-	NON-	CHAR-	CHAR-	NOT	ANTI-	
	-ION	-ARY	-ARY	BEER	BEER	SMOKR	SMOKR	SMOKR	VESTR	IN-	CHAR-	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Least important (6)	2 1%	- -	2 2%	- -	2 3%	- -	1 3%	1 2%	- -	- -	2 2%	2 5%L	- -	- -	2 5%L	- -
(5)	10 7%	2 6%	8 8%	2 5%	5 6%	5 8%	5 13%HO	4 9%	1 2%	4 10%	6 6%	3 8%	7 7%	1 4%	1 2%	1 2%
(4)	10 7%	3 9%	8 8%	2 5%	5 6%	5 8%	4 10%	3 7%	3 5%	1 3%	9 9%	5 14%	5 5%	3 12%	3 7%	2 4%
(3)	13 9%	2 6%	11 10%GI	2 5%	7 9%G	6 10%G	4 10%GI	- -	9 15%GI	- -	13 12%GI	2 5%	11 10%GI	4 16%	3 7%	3 6%
(2)	28 19%	7 20%	21 20%	7 18%	12 15%	15 24%	5 13%	10 23%	13 21%	8 21%	20 19%	4 11%	24 22%	4 16%	10 24%	10 19%
Most important (1)	49 34%	11 31%	34 32%	15 39%	30 38%	19 30%	10 25%	19 44%	20 33%	14 36%	35 33%	13 35%	36 34%	9 36%	17 40%	19 35%
Don't know/Refused	32 22%	10 29%	22 21%	10 26%	18 23%	13 21%	11 28%	6 14%	15 25%	12 31%	20 19%	8 22%	24 22%	4 16%	6 14%	19 35%BGIN
Mean	2.2	2.1	2.30	1.9	2.2	2.2	2.7	2.1	2.0	2.0	2.3	2.6	2.1	2.2	2.1	1.7
Standard Deviation	1.41	1.33	1.45	1.26	1.49	1.33	1.65	1.52	1.05	1.44	1.40	1.74	1.26	1.29	1.44	1.04
Standard Error	0.13	0.27	0.16	0.24	0.19	0.19	0.31	0.25	0.16	0.28	0.15	0.32	0.14	0.28	0.24	0.18

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025415906

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 127

W Q21C: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Creating new products

B 2: QUOTA GROUP

## ALL SITES EXCEPT NEW JERSEY

	QUOTA GROUP															
	=====															
		NON-														
	TOTAL	OPIN- ION LEADR	PRIM- ARY SHPPR	PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Least important (6)	7 5%	3 9%	5 5%	2 5%	3 4%	4 6%	2 5%	1 2%	4 7%	2 5%	5 5%	2 5%	5 5%	1 4%	1 2%	2 4%
(5)	45 31%	8 23%	34 32%	11 29%	18 23%	27 43%	11 28%	16 37%	18 30%	7 18%	38 36%	12 32%	33 31%	12 48%	17 40%	18 33%
(4)	28 19%	6 17%	20 19%	8 21%	17 22%	11 17%	8 20%	9 21%	11 18%	10 26%	18 17%	5 14%	23 21%	2 8%	9 21%	7 13%
(3)	16 11%	6 17%	11 10%	5 13%	12 15%	3 5%	3 8%	4 9%	9 15%	4 10%	12 11%	3 8%	13 12%	2 8%	5 12%	3 6%
(2)	13 9%	1 3%	11 10%	2 5%	10 13%	3 5%	5 13%	6 14%	2 3%	4 10%	9 9%	6 16%	7 7%	4 16%	4 10%	4 7%
Most important (1)	2 1%	1 3%	2 2%	- -	1 1%	1 2%	- -	1 2%	1 2%	- -	2 2%	1 3%	1 1%	- -	- -	1 2%
Don't know/Refused	33 23%	10 29%	23 22%	10 26%	18 23%	14 22%	11 28%	6 14%	16 26%	12 31%	21 20%	8 22%	25 23%	4 16%	6 14%	19 35%
Mean	4.1	4.1	4.1	4.2	3.8	4.5	4.1	4.0	4.2	4.0	4.1	3.9	4.2	4.2	4.2	4.2
Standard Deviation	1.20	1.27	1.24	1.07	1.22	1.08	1.22	1.26	1.15	1.16	1.21	1.41	1.12	1.29	1.08	1.24
Standard Error	0.11	0.25	0.14	0.20	0.16	0.15	0.23	0.21	0.17	0.22	0.13	0.26	0.12	0.28	0.18	0.21

The Wirthlin Group

Significance Testing at the 95% Confidence Level

2025115907



PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 128

W Q21D: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Doing research and development to develop new products

B 2: QUOTA GROUP

## ALL SITES EXCEPT NEW JERSEY

	QUOTA GROUP															
	=====															
	NON- -ION -ARY	PRIM -ARY	PRIM -ARY	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG	
	TOTAL	LEADR	SHPPR	SHPPR	DRNKR	DRNKR	SMOKR	SMOKR	SMOKR	VESTR	VESTR	ITBLE	ITBLE	WRKNG	WRKNG	SMKNG
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Least important (6)	7 5%	1 3%	4 4%	3 8%L	4 5%	3 5%	2 5%	2 5%	3 5%	1 3%	6 6%	6 16%BDI JL	1 1%	1 4%	3 7%L	4 7%L
(5)	7 5%	2 6%	6 6%	1 3%	3 4%	4 6%	2 5%	1 2%	4 7%	- -	7 7%	1 3%	6 6%	1 4%	4 10%	1 2%
(4)	34 24%	9 26%	26 25%	8 21%	16 20%	17 27%	7 18%	9 21%	18 30%	9 23%	25 24%	5 14%	29 27%	7 28%	12 29%	15 28%
(3)	30 21%	6 17%	21 20%	9 24%	16 20%	14 22%	6 15%	16 37%BD FHJKO	8 13%	9 23%	21 20%	6 16%	24 22%	6 24%	9 21%	10 19%
(2)	20 14%	5 14%	15 14%	5 13%	15 19%O	5 8%	5 13%	5 12%	10 16%	6 15%	14 13%	5 14%	15 14%	3 12%	5 12%	3 6%
Most important (1)	14 10%	2 6%	12 11%	2 5%	7 9%	7 11%	7 18%HO	4 9%	3 5%	2 5%	12 11%	6 16%O	8 7%	3 12%	3 7%	2 4%
Don't know/Refused	32 22%	10 29%	22 21%	10 26%	18 23%	13 21%	11 28%	6 14%	15 25%	12 31%	20 19%	8 22%	24 22%	4 16%	6 14%	19 35%BGGJN
Mean	3.2	3.3	3.1	3.4	3.1	3.3	2.9	3.1	3.4	3.1	3.2	3.3	3.2	3.1	3.5	3.6DL
Standard Deviation	1.33	1.24	1.33	1.34	1.33	1.34	1.53	1.20	1.29	1.11	1.40	1.79	1.14	1.31	1.34	1.24
Standard Error	0.13	0.25	0.15	0.25	0.17	0.19	0.28	0.20	0.19	0.21	0.15	0.33	0.13	0.29	0.22	0.21

The Wirthlin Group

Significance Testing at the 95% Confidence Level

8065145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 129

W Q21E: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Devoting resources to benefit the communities in which they are located

B 2: QUOTA GROUP

## ALL SITES EXCEPT NEW JERSEY

QUOTA GROUP																
	OPIN -ION LEADR	PRIM -ARY SHPPR	PRIM -ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	FORMR SMOKR	NON- SMOKR	IN- VESTR	NON- IN- VESTR	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	WRKNG	ANTI- SMKNG		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Least important (6)	7 5%	- -	5 5%	2 5%	5 6%	2 3%	4 10%	2 5%	1 2%	2 5%	5 5%	3 8%	4 4%	2 8%	- -	2 4%
(5)	16 11%	3 9%	13 12%	3 8%	12 15%	4 6%	4 10%	4 9%	8 13%	4 10%	12 11%	6 16%	10 9%	1 4%	6 14%	4 7%
(4)	19 13%	2 6%	15 14%	4 11%	12 15%	7 11%	2 5%	9 21%	8 13%	6 15%	13 12%	8 22%	11 10%	2 8%	6 14%	3 6%
(3)	18 13%	5 14%	12 11%	6 16%	9 11%	9 14%	5 13%	8 19%	5 8%	7 18%	11 10%	4 11%	14 13%	6 24%	7 17%	6 11%
(2)	29 20%	8 23%	22 21%	7 18%	11 14%	18 29%	7 18%	8 19%	14 23%	3 8%	26 25%	4 11%	25 23%	6 24%	8 19%	14 26%
Most important (1)	23 16%	7 20%	17 16%	6 16%	12 15%	10 16%	7 18%	6 14%	10 16%	5 13%	18 17%	4 11%	19 18%	4 16%	9 21%	6 11%
Don't know/Refused	32 22%	10 29%	22 21%	10 26%	18 23%	13 21%	11 28%	6 14%	15 25%	12 31%	20 19%	8 22%	24 22%	4 16%	6 14%	19 35%
Mean	3.0	2.4	3.0	2.9	3.3E	2.7	3.0	3.1	2.8	3.3	2.9	3.6	2.8	2.8	2.8	2.7
Standard Deviation	1.55	1.33	1.56	1.55	1.63	1.38	1.78	1.44	1.51	1.53	1.55	1.57	1.49	1.50	1.44	1.46
Standard Error	0.15	0.27	0.17	0.29	0.21	0.20	0.33	0.24	0.22	0.30	0.17	0.29	0.16	0.33	0.24	0.25

The Wirthlin Group

Significance Testing at the 95% Confidence Level

6065145202

PHILIP MORRIS VISTA / 5876-12 / SEPTEMBER, 1992

Table 130

W 021F: Here is a list of characteristics which some people have said are important for a great company, particularly one that sells packaged goods to consumers like yourself. Please rank them in order of importance to you.

Selling their products worldwide

B 2: QUOTA GROUP

## ALL SITES EXCEPT NEW JERSEY

	QUOTA GROUP															
	=====															
	-----															
	TOTAL	OPIN- ION LEADR	PRIM- ARY SHPPR	PRIM- ARY SHPPR	BEER DRNKR	NON- BEER DRNKR	SMOKR	FORMR SMOKR	NON- SMOKR	IN- VEST	NON- IN- VEST	NON- CHAR- ITBLE	CHAR- ITBLE	NOT WRKNG	ANTI- SMKNG	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
BASE=TOTAL RESPONDENTS	144 100%	35 100%	106 100%	38 100%	79 100%	63 100%	40 100%	43 100%	61 100%	39 100%	105 100%	37 100%	107 100%	25 100%	42 100%	54 100%
Least important (6)	77 53%	18 51%	58 55%K	19 50%	40 51%	36 57%K	17 43%	26 60%K	34 56%	20 51%	57 54%K	13 35%	64 60%K	16 64%	26 62%K	25 46%
(5)	10 7%	3 9%	6 6%	4 11%	8 10%	2 3%	2 5%	4 9%	4 7%	4 10%	6 6%	3 8%	7 7%	1 4%	1 2%	4 7%
(4)	8 6%	3 9%	8 8%	- -	5 6%	3 5%	2 5%	3 7%	3 5%	1 3%	7 7%	3 8%	5 5%	3 12%	3 7%	3 6%
(3)	7 5%	1 3%	5 5%	2 5%	3 4%	4 6%H	5 13%HL	2 5%	- -	1 3%	6 6%	5 14%HL	2 2%	- -	2 5%	2 4%
(2)	5 3%	- -	4 4%	1 3%	3 4%	2 3%	2 5%	1 2%	2 3%	- -	5 5%	4 11%IL	1 1%	1 4%	2 5%	1 2%
Most important (1)	4 3%	- -	2 2%	2 5%	2 3%	2 3%	1 3%	1 2%	2 3%	1 3%	3 3%	1 3%	3 3%	- -	2 5%	- -
Don't know/Refused	33 23%	10 29%	23 22%	10 26%	18 23%	14 22%	11 28%	6 14%	16 26%	12 31%	21 20%	8 22%	25 23%	4 16%	6 14%	19 35%GJN
Mean	5.2	5.5	5.2	5.1	5.2	5.2	4.8	5.3	5.4	5.5	5.1	4.4	5.5	5.5	5.1	5.4
Standard Deviation	1.40	0.87	1.35	1.58	1.38	1.46	1.61	1.27	1.35	1.16	1.47	1.68	1.19	1.08	1.57	1.07
Standard Error	0.13	0.17	0.15	0.30	0.18	0.21	0.30	0.21	0.20	0.22	0.16	0.31	0.13	0.24	0.26	0.18

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Significance Testing at the 95% Confidence Level

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